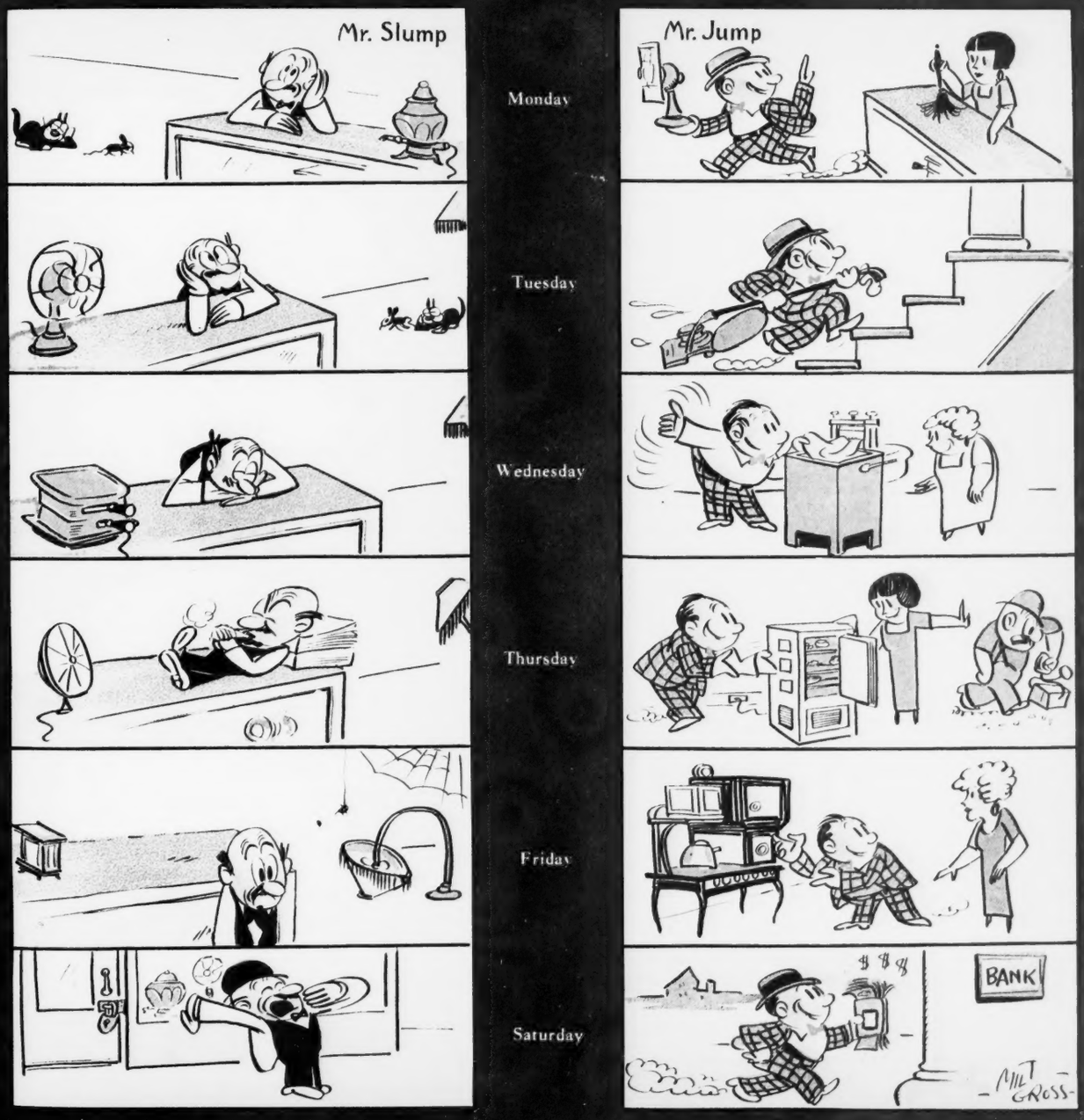
A McGraw-Hill Publication

June 1925

Electrical Merchandising

The Business Magazine of the Electrical Trade



A Summer Week with Mr. Slump and Mr. Jump—

Plans to Make Your Business Pay This Summer

Electric Refrigerators—the Latest Accepted American-Household Specialty

The 1925 Wiring Code Changes, Interpreted

QUALITY THAT LOOKS THE PART

Time-tried Simplex units in a beautiful new setting

NOW you can sell electric ranges that embody dependable Simplex units and new porcelain-enamel finish in the one stove. At last, you can offer your customers finest quality—typical Simplex quality—at a price they can afford to pay.

Go over this new Simplex Range feature by feature—

Hot plates that are exclusively Simplex—
Durable—speedy—with patented, enclosed coil.

Oven insulation of fireless cooker type—
Insulation—loosely packed mineral wool. Oven lining grey enamel.

Patented vertical switch panel—
Conveniently placed knobs—away from dirt and spilled food. Panel in non-rusting aluminum with embossed lettering.

Single fuse, reciprocating type switches—
Change from one heat to another in either direction. Switch and fuse block one piece. Single fused.

Grey and white porcelain-enamel throughout—
The cleanest, brightest finish obtainable. Reflects light, brightens up dark kitchens. Retains its beauty through years of service.

Here at last is your opportunity to sell at a low price the finest electric range that has ever been produced. These new models will cause, in the range field, as great a sensation as did our announcement and the phenomenal success of the $4.50 Simplex Iron.

Until you write for prices and detailed descriptions of these new ranges, you cannot realize how much genuine value is crowded into this new line. Write for the good news today!

SIMPLEX ELECTRIC HEATING COMPANY
85 SIDNEY STREET CAMBRIDGE, MASS.
132 WEST 31st STREET, NEW YORK 15 SO. DESPLAINES ST., CHICAGO

Simplex
ELECTRIC RANGE

Made by the makers of the well-known Simplex Sunbowls, Heating Pads, Cord-Sets, Irons Etc

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"Red Seal" Wiring Specifications for Apartments

The Red Seal is "the mark of wiring adequacy," not only for detached dwellings in Toronto, but for the city's newest apartment houses as well. The picture shows the new Danforth Avenue apartment building just completed by S. B Lumb. Note the Red Seal placards in the windows of each suite.

Electrical Merchandising

Vol. 33 — The Business Magazine of the Electrical Trade — No. 6

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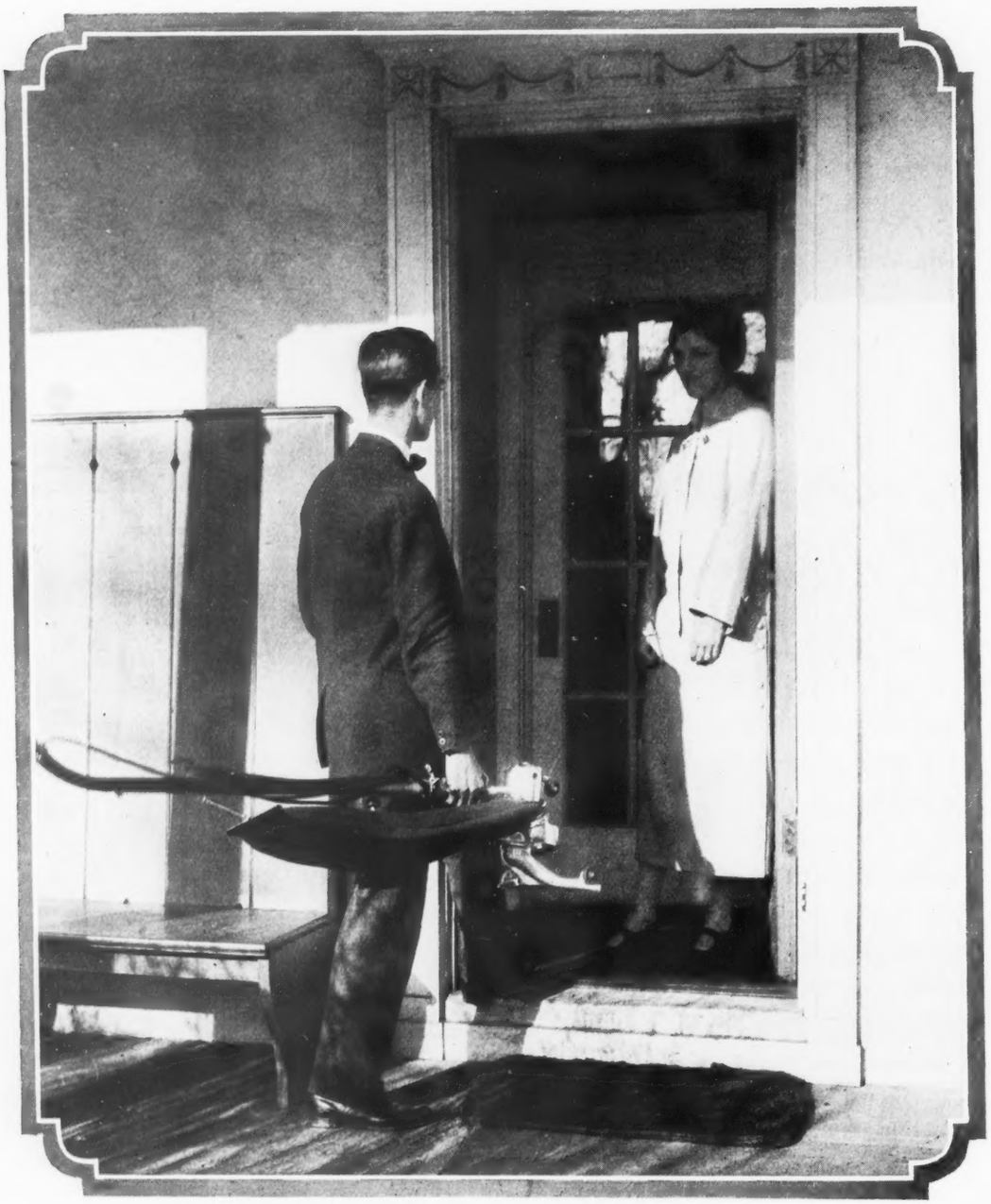


This Man Will Slam the Summer Slump for You!

WHEN the campus gates swing open every June, 300,000 young men are set free for the summer. About 90,000 of these chaps make a bee-line for a summer job. These are the keenest of the lot, the most energetic and alert. Here is extra man-power for your summer selling. There are as many as you want, right in your town.

A little coaching, a little guiding and these picked men will make a "slam the slump" campaign for you that will carry your name and your message into every home in town. And they will sell enough appliances to turn the usual hot-weather doldrums into a splendid merchandising season.

Put on a "Slam the Slump" Campaign. Recruit a crew of college men, and other likely men and women who can be hired each summer everywhere and show what you can do. There need be no summer slump for you if you take steps to fight it.

Electrical Merchandising

The Business Magazine of the Electrical Trade

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

Volume 33 | June, 1925 | Number 6

The Inside Story of the Summer Slump

Why We Believe In It—What We Can Do to Brush Those Clouds Away—Some Businesses That Don't "Summer-Slump"

By EARL E. WHITEHORNE

THE greatest things that have been done for mankind have come from minds that refused to knuckle down to a tradition. This has been the source of well-near all progress.

For ages the farmer labored in the fields of every land, prying and scratching in the dirt with a stick. Men said there was no other way to farm. It had always been so. But one day there came the idea that farming tools could be put on wheels and drawn by horses, and today the farmer rides in triumph across his fields, producing wealth in food beyond all comparison with the ancient delver in the soil.

For centuries men had relied upon the horse and donkey and the ox for transportation. They hitched up the wagon and drove a few miles only, limited by the speed and the endurance of a plodding animal. They said there was no other way to ride. Then came the conception of the automobile—and humanity has burst the barrier of the local horizon and has become master of the open road.

For generations there was no light in any home but the hearth, oil wicks and tallow candles. But again a man tore down the tradition that light could come only from a burning fire, when Edison's electric lamp brought a great gift of cheer and comfort into the world second to no other thing.

And so it goes. Tradition rules us. Custom directs our thinking. Habit puts hobbles on our ankles that we never know are there. And

A Summer Selling Schedule

Here's the Set-Up for a "Slam the Slump" Campaign That Electrical Dealers Can Turn to Money

Use These Extra Salesmen:

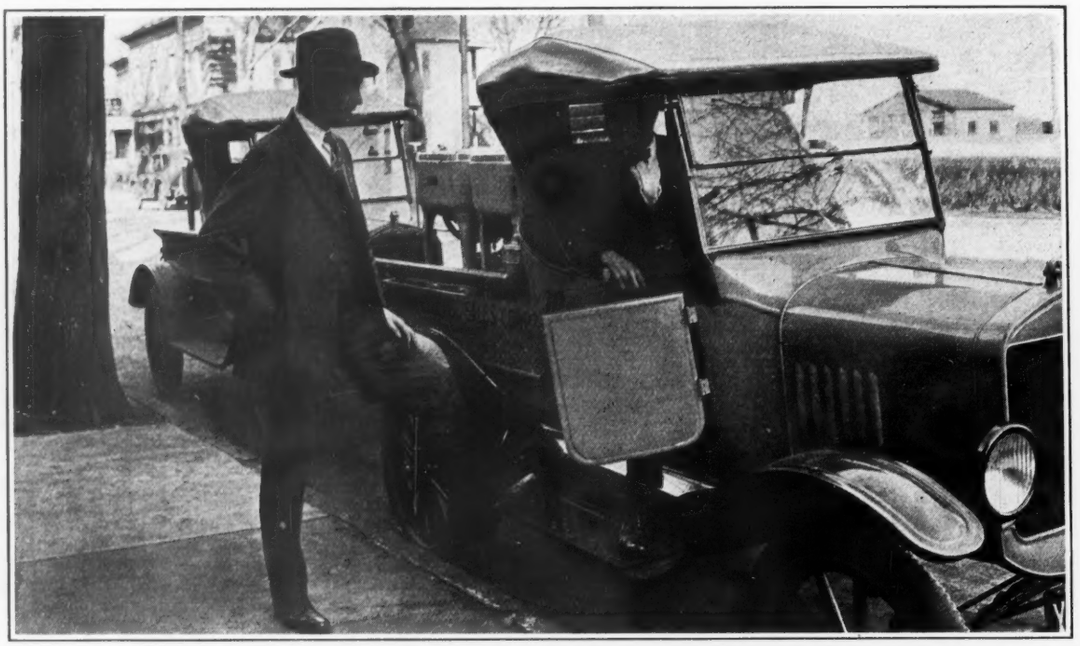
1. Local college men
2. Older high school boys
3. A few delivery wagon drivers who know the housewives, and want to try out a better job

Make a Drive on:

1. Every home in town
2. Every store in town
3. Every office in town
4. Every factory in town
5. Every business man in town

Concentrate on These Appliances with a Special Summer Appeal:

1. Electric fans
2. Flat irons
3. Vacuum cleaners
4. Clothes washers
5. Ironing machines
6. Sewing machines
7. Refrigerators
8. Ice cream freezers
9. Grills
10. Percolators
11. Waffle irons
12. Curling irons
13. Immersion heaters
14. Cigar lighters
15. Reading lamps
16. Flash lights
17. Battery chargers
18. Choppers
19. Slicers
20. Sharpeners
21. Grinders
22. Mixers
23. Hat cleaners
24. Dryers
25. Ventilators
26. Soldering irons
27. Glue pots.



Housewives Are Willing to Talk to a Clean-Cut Young Salesman

This kind of a young man can sell electrical appliances in the summer. It is perfectly true that people don't like to be argued with in hot weather. But they are still regular people with all the interests that human beings have and a lot of special hot weather desires. The college boy, working during vacation, will meet no marble hearts as he calls from house to house for you. Everybody likes a bright-eyed lad. They are ready to talk to any college chap who is paying his way through, and would rather help him than buy from a store. If he brings the merchandise that they would like to own, appliances that they know all right and if he comes in the name of a local merchant and urges them to buy now—with or without an easy payment offer—he will make sales. Easy payments will naturally help.

then one day we raise the question—Why need it be so? And searching thought shows that we have been held back not by facts but by a fable.

* * *

SALESMEN and electrical dealers are beset by just such another baffling tradition today. They think that business can not be good in summer time. Other men say so. Employers generally accept the idea. Orders fall off and everybody takes it as a matter of course. Why should any salesman try the impossible?

And so when the hot weather comes each year individuals ease off, organizations slack up, entire industries slow down, and nobody even stops to make a search for truth behind the reason.

Are men forced by a fact or tricked by a tradition into thus sacrificing for three long months the extra volume of good business that, as everybody knows, provides the best part of each year's profit? Isn't it time we all cut through the costly camouflage of conversation that surrounds it all and got down to the heart of it? Let's see what makes a slump in summer.

During the months of July and August in the average city today, by actual survey, street-car traffic falls off only 1 per cent, telephone calls are only 2½ per cent less, factory employment is only 1½ per cent under normal, payrolls are less by only 2 per cent, savings banks' deposits are 100 per cent, drygoods sales 97 per cent and building contracts 99 per cent.

And then there is another fact that we are apt to lose sight of. There are a lot of other businesses that have a boom in summer and not a slump at all. The ice-cream business has no slump in the hot weather weeks. The soda fountains have no slump. The ice man has no slump. The sale of palm-beach suits, sport clothes, golf, tennis, base ball, fishing and similar summer sporting goods is at its peak. Yes, and to bring it closer home, the gas range business has its slump in winter and its busy season through the very period when the electrical man is thinking that business must be bad. And so it would appear that people *do* buy in summer. The figures show that people are really home, living their normal lives with all their normal inclinations active and as much money to spend on them as at any other time. But they buy the things that particularly appeal to them in summer. That is the point.

To take account of this condition of the market the ice merchant sells coal in the wintertime and so has two active seasons. Why can't the electrical merchant do the same thing? As a matter of fact he can—for just consider this:

Any one of us can go to the five-light table lamp on our own living-room table and screw into one socket a 50-watt Mazda and we have light. To the next socket we can connect an electric radiator and we have heat. To the next socket we can attach a fan and we have power in the form of coolness. Into the next, we can plug a radio set and we have music. And to the fifth—if we live in a community where the central-station system is regulated by a master clock—we can attach an electric clock and have the correct time at all hours.

* * *

THIS is merchandise which the electrical dealer has to sell. He has more diversity of seasonal merchandise than the ice man ever thought of—something for every season and enough appealing hot-weather leaders to make a joke of any summer slump that ever appeared.

There need be no summer slump for the electric store. There are

plenty of people ready to buy. There are plenty of summer specialties ready to be sold. The selling needs but the imagination to go to them in a hot-weather way with hot-weather ideas and they will buy as easily in July as in December. Here is the *open sesame* that will swing wide the gates to hot-weather selling for the electrical man and tear aside the enveloping tradition of the summer slump!

Sell electrical appliances and facilities for comfort and labor saving—This idea appeals to every one in hot weather. You do not have to argue its desirability. People already want comfort and ease. Carry them the idea cheerfully and in the spirit of the season and they will buy. Sell them the idea—not just things. Do it with enthusiasm.

Do this in two ways—interpret the opportunity to your own sales people—get them in tune with the thought. Make your store displays, your advertising and your selling talk and express the summer spirit of labor saving and comfort. Then add some extra man-power. Send out extra selling men—and women—college boys—school teachers who want summer work, other men available to do a few weeks' canvassing. The college man is a very useful summer canvasser. He gets a welcome at every home because there is a universal sympathy for the bright-faced lad who is working his way. Show the public that this is a very helpful and important service to the home. Make it look like a big success—and it will be.

There is nothing wild or visionary about this at all. Every home needs more electrical appliances and accessories and more outlets. Every store and shop needs more equipment—all of the kind that make a sure appeal in summer. All that is needed is the enthusiastic selling—and the selling can be done. The greatest things that have been contributed to the benefit of mankind have come from minds that refused to knuckle down to a tradition.

Offers $1 to Women to Try "Automatic Laundries"

Working on the theory (later proved true) that more women would become advocates of the electric washer if they themselves would first see how easy it works, an Ohio electrical store sent out an offer to a selected mailing list in which it agreed to pay one dollar cash if the recipient of the offer would operate the washer for five minutes at the store. Those who responded found sample batches on hand and they went through the process of placing the clothes in the machine, starting the rocker, wringing the clothes out and emptying the tub.

"Gee, but it is wonderfully simple," was the composite remark of those who accepted the offer. Five direct sales were traceable to the thought while several others are in prospect. This store calls all of its machines "automatic laundries" and finds that they go across better under that name than as washing machines or washers.

Tell Them "Good Store Lighting Pays"

"Tell it with light," advised the Smith Electric Company, Bloomington, Ind., on a blotter which it sent out to stores in that city. After stating that "good store lighting pays," the company outlined the following points:

1. Better lighting adds attractiveness and value to even the best of merchandise.
2. Better lighting creates an atmosphere of cheerfulness which affects customers and clerks alike.
3. Better lighting instantly creates an impression of cleanliness, neatness and up-to-dateness upon even the least discriminating shoppers.
4. Better lighting overcomes competition by attracting trade from poorly lighted stores.
5. Better lighting saves rent by enabling a store located in the middle of the block to compete with the corner store.
6. Better lighting makes it possible to use every foot of floor space and eliminate dingy corners.

Have the Summer Salesmen Work in Pairs

Let these summer salesmen work in pairs and carry a set of appliances right along with them. They will keep each other's courage up and help each other sell. They can lift a clothes washer out of the Ford truck and take it right into the house and there are few women who will refuse their cheerful enthusiasm and the appeal of an appliance that they want to put to work right in her own home. Give these young men a few evenings' coaching and some daily guidance in the demonstration of the various devices and they will do a good job. They are not expected to be as expert and as well informed as a regular salesman. Your name and say-so stands behind the goods. (Photographs posed through courtesy of Gotham Electric Sales Corporation, New York City.)

More Plans to "Slam the Slump" and M

In Hot Weather, Cleaning and Washing Are the Housewife's Eternal Problems— The Wise Dealer Has a Salesman at Her Door with an Electrical Appliance

Good Sales Material in Your Own Town

The dealer in the small city or town sometimes thinks that he is at a disadvantage because there are no trained, high-pressure salesmen available in his city, but he has right in his own town better sales timber than the big-city high-pressure man.

Swanson Electric Company, Evansville, Ind., a year ago engaged some high-pressure experienced wiring salesmen to come into Evansville and mop up. But they didn't. Their sales methods did not produce. The high pressure got them nowhere, and, if anything, antagonized the prospects on whom they called. So Swanson put on a local man who knew the town and its people. He was not a "regular salesman," but he produced sales.

The Central Illinois Public Service Company picks small-town men inexperienced in selling, and, by training them in its own methods, has built up a successful selling force with an unusually small turnover of salesmen. The oldest salesman on the force has been with this company for eight years, and twelve have been with the company over two years.

The home-town salesman is more steady going and reliable. He knows his prospects and they know him.

Making the Salesman Feel a Responsibility

If the dealer takes on with a minimum of formality any man who applies for the job as salesman, the man is pretty sure to feel that a job so easily his is not worth much. D. F. Cameron of The Nashville Railway and Light Company, Nashville, Tenn., is one of the sales managers who give the applicant to understand that the job is not his unless he actually qualifies. An application form that really analyzes the applicant's abilities and record must be filled in, and references are asked for and obtained.

The mere sight of the application form scares off the worthless men, and those who fill it up in full are instructed to return in the morning after their references have been consulted. It is not always necessary to call up the references, as the applicant who is doubtful as to what his references will say about him simply does not turn up again.

Making the Prospect Earn the First Payment

The Tri-City Electric Company, Moline, Ill., hitches the prospect on to its sales force by a method which moves a traded-in washer at a profit, sells the prospect a new machine, and gathers the names of more people who want washers. This is making three blades of grass grow, a gain of one over the proverbial two.

The salesman has seen Mrs. Prospect a number of times. She wants a washer, but can't afford it just now, so the salesman makes her a proposition whereby she can earn the first payment on her washer. A want ad is run, offering a used electric washer in good condition at a bargain. This is signed only by the prospect's telephone number.

For some reason women would rather buy used washers from some other woman's home than to buy it from a dealer's store. These wants ads always produce a number of inquirers. When one calls up, she is told the lady with the washer to sell will call her back, and is asked for her address and phone number. She is then called on the phone by a saleswoman from the Tri-City company and sold over the phone or by an arranged demonstration.

The prospect who has co-operated by lending use of her phone is paid a commission on the resulting sale, which usually is applied as a first payment on a new washer.

Keep Planting Today for Tomorrow's Harvest

"Because a woman has a cleaner is no reason why you should not demonstrate your cleaner to her," is the advice of a large manufacturer to the sales force.

Compare your cleaner with the one she owns. Give her a complete demonstration. This is never time lost, because she may want to buy another cleaner. After you have shown her the advantages of your appliance, she may remember some relative or friend who wants a cleaner.

At least, when her friends are discussing cleaners, she may, if you have made a convincing demonstration, put in a word that is likely to bring a sale.

Selling Cleaners to the Business Man

Outside the home market there are vacuum cleaner prospects who can be sold profitably. There is a sale waiting in every billiard and pool room in your city. One large suction sweeper manufacturer quotes the following letter received from an enthusiastic pool room customer.

"We are very much pleased with the work of the ..... which we are using to clean our billiard tables. We find that our ..... thoroughly removes billiard chalk which is a gritty substance. It was formerly necessary for us to change table covers every four months, at a cost of $27 each.

"Since we have used the ..... we find the cloths last approximately twice as long, which means considerable saving to us, and also gives us a much quicker and better method of cleaning our tables without raising dust."

Doubling the life of a $27 table cover is a cash economy that will interest any billiard room proprietor.

"Sales Patrol" Moves Store to the Customer

Wright and Wright, Inc., Philadelphia, put a load of washers and salesmen into a neighborhood in a motor truck that in itself fulfills the two first principles of advertising. It gets attention and arouses interest, because it is built on the lines of a police patrol. This two-ton truck carries five washers and ten salesmen. The crew manager drives, and, when the location for the morning's work is reached, the salesmen make a door-to-door canvass. When a prospect is interested, the washer is delivered within a few minutes, before she has had time to change her mind.

"Sales Patrol" for Philadelphia Crew Manager

Five washing machines and ten salesmen are loaded on this two-ton truck, and away they go to make a thorough door-to-door canvass of some section of Philadelphia. This truck, owned by Wright and Wright, Inc., serves both as a traveling advertising medium and as a transportation vehicle. The crew manager drives.

Make the Business Pay, This Summer!

It Pays to Learn from the Other Fellow's Experience—Here Are Some Suggestions Gleaned from Successful Door-to-Door Selling Organizations

Increasing the Down Payment

The larger the down payment, the better the sale, and, after the salesman has sold an appliance, he can sell the idea of a smaller monthly payment made possible by a healthy down payment.

The J. L. Hudson Company, Detroit, furnishes each of its appliance salesmen with a chart on which the eleven monthly payments are graded in proportion to the down payment. This chart, similar to the following shows the monthly payments due after down payments of from $50 to $25.

Cash Price	Time Price	When Down Payment Is $50		$40		$30		$25	
		10 Mo.	Last	10 Mo.	Last	10 Mo.	Last	10 Mo.	Last
$76	$86	$3.30	$3.00	$4.40	$2.00	$5.50	$1.00	$6.00	$1.00
119	129	7.50	4.00	8.50	4.00	9.00	9.00	10.00	4.00
125	135	8.00	5.00	9.00	5.00	10.00	5.00	10.00	10.00
150	160	10.00	10.00	11.00	10.00	12.00	10.00	13.00	5.00

There are ten monthly payments of equal size, and a final smaller payment. The salesman tries for $50 down at first, and scales this down when necessary. The result of this emphasis on selling the down payment, and the use of a chart of figures to make the matter plain for both salesman and customer, has shown a marked increase in the size of the average down payment.

Training the Salesman to Sell Foreigners

In every industrial and mining city there are large numbers of foreign-language-speaking families that are first class washing machine prospects. The families are large, do their own washing, and, because they are of a saving, thrifty type, they can pay for what they buy. The salesman who succeeds best in selling these people must speak their language.

One dealer in the Northwest who has done a large business with the foreign population has trained the foreign-speaking salesman by sending him out first as an interpreter for a first-class, experienced salesman. In this way he gets the sales talk down and learns how to close. He already has the approach in his knowledge of his prospect's language.

A Selling Approach That Is Worth Reviving

Several years ago the Baynes Electric Service, Terre Haute, Ind., sold a lot of major appliances and built up a complete prospect list by employing our useful friend the plural plug as a sales approach. Every canvasser knows that the lower the price of the article canvassed the easier the sale. That is why brush salesmen make 24 selling demonstrations a day. Small but frequent sales keep their courage up.

The Baynes salesman took out a bag of plural plugs, and, with his prospect at the door, told her he had a convenience plug to use with her electric washer. When she answered that she had no washer, the salesman had a prospect and an opening.

In almost every case, one or more plural plugs were sold, paying the salesman for his canvass immediately. The real profit, of course, for the salesman and the firm was in the large list of major appliance prospects uncovered and in the ultimate sales.

Getting Rid of the Non-Producer

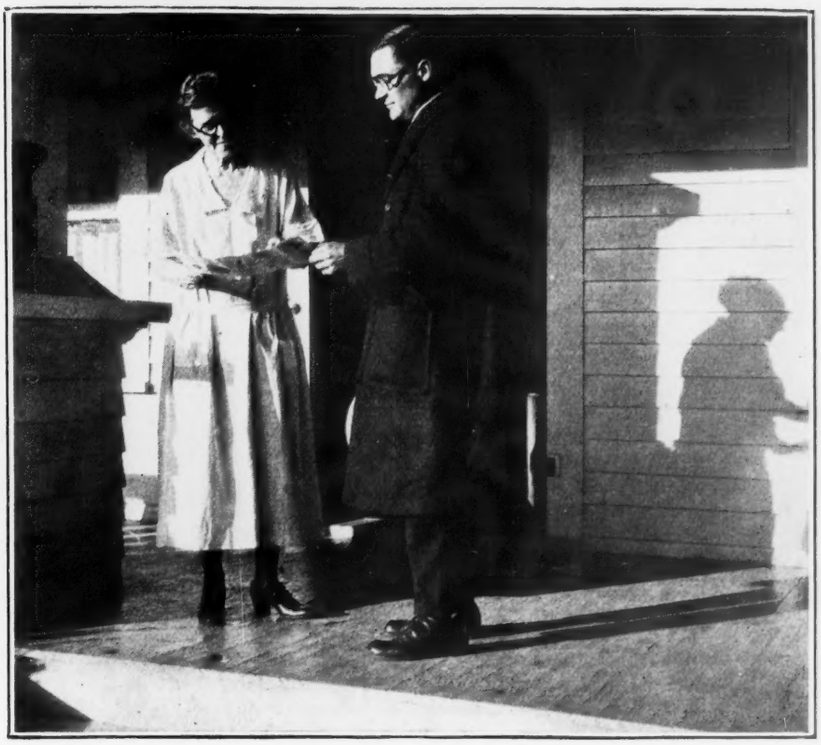
A Pennsylvania dealer with a large sales crew finds it pays to keep the crew pruned of non-producers. A man in a city must be making a minimum of $150 a month legitimately out of his commissions or he may possibly make it up by some illegitimate method that will cost the firm money or prestige. Every salesman in this organization, therefore, must sell a minimum of seven washers a month or take his selling talents elsewhere. This rule strictly enforced keeps the whole force on its toes. Not only must they sell to hold their positions, but the competitive spirt stimulates them. A chart is posted in a conspicuous place, where each salesman can see what he and the others are doing. If he notes that he is falling behind, he will start a spurt in order to keep up with the others.

District Demonstrations Sell Ranges

What Mrs. Smith tells to Mrs. Brown about her new electric range is likely to determine Mrs. Brown's purchase. Guided by this idea, W. R. Sammons, commercial manager of the Knoxville, Tenn., Power and Light Company, is building his successful range business on demonstrations in customers' kitchens. In four districts of Knoxville, customers lend their homes for this purpose. In each district the sales work first is centered on one woman who is known for her interest in domestic science. A woman whose word of endorsement in any matter of kitchen equipment carries more than ordinary weight. In selling her a range, the salesman frankly brings this out, and, in return for her selling assistance, offers a reasonable reduction in the price of her range. The compliment involved in this proposition helps as much as the money saved, and, after the range is installed, the customer herself invites 20 women to a cooking demonstration and luncheon.

The demonstration is made by the lighting company's demonstrator, and all the expenses are borne by the company.

Indispensable to the Housewife and to Industry



Right at her home, on the front door steps, the door-to-door salesman is getting the housewife converted to the use of electrical labor-savers. Here she is closest to the cares and burdens of household tasks and is in more of a receptive mood than when she is "dressed up" and out shopping.

The James H. McGraw Awards for Creative Thinking in Electrical Contracting, Merchandising, Jobbing and Manufacturing

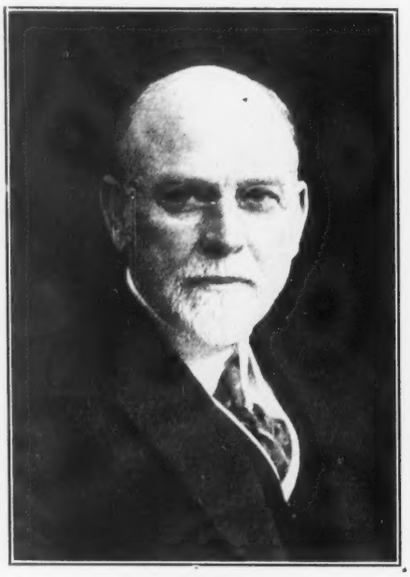
TO ENCOURAGE individual initiative and creative thinking among electrical men, Mr. James H. McGraw has established four annual awards, three to be competed for by the men of the manufacturing, jobbing and contractor-dealer branches of the electrical industry respectively, and the fourth to be open, in addition, to the men of the central-station industry.

Manufacturers' Medal

The awards will be presented in the first three instances to that man in each field who is judged to have made the most important personal contribution to improvement or progress in the advancement of either the processes or practices or policies of manufacturing, jobbing, contracting or merchandising. A fourth award will be given to that electrical man in any of the four branches of the industry who has contributed the most valuable and useful idea for promoting co-operation.

No separate award is made to men of the central-station industry exclusively, in deference to the fact that this field is already covered by the James H. McGraw prize and other annual awards, presented each year at the convention of the National Electric Light Association.

Each award will take the form of a Bronze Medal and a Purse of One Hundred Dollars in Gold. The Society for Electrical Development has been requested to act as sponsor for these awards, and has appointed a Committee of Awards which will prepare an appropriate medal and conduct the contests.



JAMES H. McGRAW
President, McGraw-Hill Company, publishers of *Electrical Merchandising*
Donor of the Annual James H. McGraw Awards for Electrical Men

The Jobbers' Medal

Each year on the occasion of the meeting of the Electrical Supply Jobbers' Association, a medal and a purse of $100 will be awarded to that employee or official of any electrical supply jobbing house who during the preceding year has made the most constructive contribution to the commercial development of the electrical jobbing industry, through the suggestion of an idea that has been successfully applied in the promotion of the market or the improvement of jobber service.

The Contractor-Dealers' Medal

Each year at the meeting of the Association of Electragists-International, a medal and a purse of $100 will be awarded to the employee or official of any electrical contractor-dealer, contractor or dealer, who during the year has made the most constructive contribution to the commercial development of the electrical contractor-dealer industry through the suggestion of an idea that has been successfully applied to raising the quality standard or adequacy of wiring installations, the promotion of the market or the improvement of service in the installation or merchandising of electrical materials, equipment or appliances.

The Medal for Co-operation

The Medal for Co-operation and purse of one hundred dollars will be awarded each year to that electrical man, an employee or official of any electrical manufacturing, jobbing, central station or contractor-dealer organization of the United States or Canada who during the year has made the most constructive contribution to the promotion of co-operation and harmony between any two or more of the different branches of the electrical industry.

Purpose of Awards

The awards have three objectives—

1. *To give public recognition and reward for ideas which have been contributed to the common good by individuals of the electrical industry.*

2. *To give publicity to these ideas that they may have wider application and employment.*

3. *To stimulate and encourage electrical men to think constructively for the broad improvement of the electrical industry and to carry through such ideas.*

Entries for the 1925 awards will close Sept. 1, 1925. Applications should be addressed to the following Committee of Awards, care Society for Electrical Development, 522 Fifth Avenue, New York City.

W. W. FREEMAN
President Union Gas & Electric Co., Cincinnati, Ohio

H. B. CROUSE
President Crouse-Hinds Co., Syracuse, N. Y.

W. E. ROBERTSON
Vice-President Robertson Cataract Electric Co., Buffalo, N. Y.

L. K. COMSTOCK
President L. K. Comstock & Co., New York, N. Y.

F. M. FEIKER
Vice-President, The Society for Electrical Development

EARL E. WHITEHORNE
Commercial Editor, Electrical World

"Cottage" in Store, Houses Fixture Display

Rousseau Electric Company of Worcester, Mass., built a miniature "Display House" at the rear of the store in order to show its fixtures to better advantage. The dining room is shown at the left.

Rousseau's effective window display with portable lamps being featured. The lights are operated on a time switch. Note that glassware and decorative vases supplement the electrical items.

This stairway leads from the dining room to the second floor which is only a storage room; but the newel-post lamp, and the highly polished stairs give the impression of a private home.

Showing the "house front" entrance to the fixture display as seen by the customers from the front of the store. The French windows, brick column, shingled roof, and dining-room lamp in the background, all help to make the entrance appear realistic.

Fourth in the Series of "Partnership Letters" from S. J. Ryan, the Man Who Built a Million-Dollar Electrical-Appliance Business at a Profit

"The Summer of Our Discontent"

A Practical Merchant's Hard-Boiled Advice to Electrical Dealers Who Want to Go Through July and August Without Losing Money

DEAR PARTNER:

In Richard III, Shakespeare speaks of the "winter of our discontent." Had Will been in the electrical appliance business instead of the play business, I feel certain he would have had Gloucester speak of *summer* instead of winter, when referring to discontent.

It is that seemingly inevitable operating loss in July and August that takes the joy out of life for the electrical merchant. How can we turn July and August into profit-producing months or at least reduce our losses to a minimum?

One ingenious method would be by book-keeping. Pro-rate all fixed expenses to sales volume. For example take rent: If you are paying $1,200 a year rental and do $100,000 a year in sales at retail, fix your monthly rental at 1.2 per cent of the monthly sales. Thus, if you sold $25,000 in December your rental charge would be $300 for that month and if you sold only $5,000 in July, your rent would amount to only $60. And so forth.

Probably no good merchant would seriously entertain this idea and yet many businesses are operated on as fantastic a basis as this, when they pro-rate fixed expense and other items, to their retail sales. The proper method, as I understand it, is to charge expenses to point of origin. If the expense is something that has to do with selling, charge it to sales expense; if it is an expense relating to occupancy, charge it to occupancy, etc. Then you at least *know* where the leaks are, or the profits, as the case may be.

The whole trouble with July and August (confining ourselves to those two months for the present) is, of course, that the sales volume drops to a point where the gross margin is not large enough to offset the fixed expenses, such as rent, executives' salaries, etc., (usually referred to as "overhead"), and the other expenses attaching to volume, such as selling commissions, advertising, etc.

These ills are common to all businesses and are of course understood by all business men. We might as well accept the fact there is an irreducible minimum in this matter of expense, if we are to continue in business, and plan to offset it as well as we can. The only method I know of, in addition to the strictest economy in non-selling expense, is extra effort to stimulate sales during the two months under discussion. *Now* is the time, dear partner, for you to perfect your plans for this summer. Buying impulse is, seemingly, at its lowest then—selling resistance, seemingly, at its highest.

Cut Expenses; Increase Sales Effort

If you and a half dozen of your fellow merchants were gathered together discussing this problem it is reasonably certain that, in the light of your business experience, you would agree you could not hope to do a profitable business in July and August because:

(a) Everybody is away on vacations; and

(b) even if they're not, they are saving their money for one, or have just gotten back and are broke; besides

(c) practically every retail business, except strictly seasonable businesses show losses in volume and profit in summer; and

(d) people are not interested in appliances in summer, they are thinking of golf or fishing or touring or such.

Now this would be a very natural conclusion to come to, but an experience I had last year confirms my belief that all dealers do not think alike on this yearly problem.

A very old and very dear friend

How Retail Business Runs Along from Month to Month

The following figures are largely taken from Federal Reserve Bulletins. The averages given are for a *five year period* (except where marked) and the stores reporting do an annual business of almost $3,000,000,000. They are located in all sections of the country. The table is therefore representative of the trend in retail trade generally. For the sake of brevity, percentages are given in round numbers only. Allowances of a fraction of a percent may therefore be made for a particular month in any given section.

Kind of Business	No. of Stores	January	February	March	April	May	June	July	August	September	October	November	December
Department stores	359	7	6	8	9	9	8	6	6	8	9	10	14
Department stores*	31	7	6	8	9	8	9	6	5	8	9	10	15
Radio stores	28	6	7	6	5	5	4	4	3	5	10	13	32
Hardware stores	19	7	7	9	8	9	8	6	6	10	9	10	11
Candy stores	4	7	7	8	8	8	8	8	8	8	9	8	13
Drug stores	9	8	8	8	8	8	8	9	8	8	8	8	11
Music stores	4	7	7	8	7	7	6	6	7	8	10	11	16
Cigar stores	3	7	7	8	8	9	8	8	8	8	9	8	12
Shoe stores	6	6	5	8	10	10	9	8	6	8	10	9	11
Women's clothing stores*	24	7	7	10	12	10	8	5	4	8	11	11	7
5 and 10c. stores	5	6	6	8	8	8	8	7	8	8	9	9	15
Grocery stores	28	8	8	9	8	8	8	8	8	8	9	9	9
Mail-order sales	4	8	8	9	8	7	7	6	6	8	11	11	10

*1924 only.

of mine has an appliance shop located in a bustling little city in the Corn Belt. The appliance dealers in this particular town have a sort of Rotary Club of their own. Yes, there are enough electrical men there handling appliances to form one. They lunch together every Thursday, except in July and August. I might say, in passing, the weekly luncheon is about the only principle of Rotary they observe. The retail situation there is just about the same as it is in your town.

The Summer Problem Analyzed

I dropped in on my old friend last September and he told me a story about his July and August business that I think will interest you. It seems one Thursday noon in May of 1924 the topic of discussion at lunch was summer business, or rather lack of business. At the conclusion the concensus of opinion was just about as outlined above.

After dinner that evening, this chap got settled in his easy chair and carefully reviewed all that had been said. After much thought he decided:

(a) "Everybody" is *not* away on vacation. Only a small fraction of the population go away at all, those that do are away only for a very short period and only a small percentage of these *are out of town at the same time;*

(b) Initial payments are practically the same size as the monthly payments, so it makes little difference in that respect whether they buy in January or July;

(c) We carry seasonable items such as fans and electric refrigerators. Besides, why shouldn't a staple article sell well in summer if I go after it right?

(d) Granted people are thinking of recreation in July and August but so they are in May and June and September, and sales are considerably better in those months. Household work must go on just the same with the stay-at-homes (who are the vast majority) and under more irksome conditions.

With that as a start, he told me, he determined to begin that evening planning how to turn to his advantage the very conditions that seemed to limit business. Furthermore he felt he would have one great advantage in that the other merchants would take the "seasonable slump," as one of them called it, for granted, and make no real effort to combat it effectively. In fact that is what he confessed he had done the preceding summer himself. Incidentally he also said he had had an operating loss for the preceding July and August and he had no desire to repeat the experience if he could help it.

The longer he thought about summer business the more certain he became that, with the exception of the holiday season, *summer is the best time of the year to sell appliances* from the standpoint of natural advantage. Right then the battle was won. He didn't realize it until long afterwards but that was the turning point. Thinking that way, he just naturally had to win. All doubts vanished, "if" was discarded and "will" took its place.

Department Stores Carefully Study Summer Plans

Digressing for a moment, we have had exactly the same experience in the department-store business—and of course the very same problems. Such a large proportion of our business is so dependent on season and weather that I believe we have the problem oftener than the appliance dealer has it, even though we carry a more diversified line of merchandise.

It was less than ten years ago when it was commonly accepted in our business that we could "sell nothing" in the week between Christmas and New Year's. That period presents no difficulty any longer. It gives us a fine opportunity to clean out our stocks of slow-moving and broken-assortment merchandise. Of course the same opportunity was there forty years ago but it took that long for some one to think of trying it and, as the little boy said, "now see what happened."

Years ago no one thought of even trying to sell furs in the summer—I mean heavy winter furs. But for some time past, August Fur Sales have been regularly scheduled by stores and where properly merchandised such sales have been uniformly successful. Using the same thought and merely reversing the season, we have conducted successful sales of refrigerators in the month of February. Sales of heavy blankets are

(Continued on page 5363)

S. J. RYAN

Now Consulting Editor of *Electrical Merchandising* and *Radio Retailing*

Readers of this remarkable series of practical letters to electrical merchants, the fourth of which is given on these pages, will learn with interest that the publishers of Electrical Merchandising have now prevailed upon Mr. Ryan to devote his full time to the McGraw-Hill merchandising papers as Consulting Editor.

MR. RYAN is one of the best-known merchandising executives in the department-store field. Moreover, he is the man who built the largest independent retail electrical appliance business in this country, doing annually over a million dollars, *at a profit.*

His practical experience as a big store executive, has covered many lines of merchandising,—with J. N. Adam & Co., Buffalo, the J. L. Hudson Company, Detroit, the Kresge Department Stores Corporation, New York, L. S. Plaut & Company, Newark, N. J., the Palais Royal, Washington, D. C., and others. Although his electrical and radio departments, large as they were, have been but a small part of his total merchandising responsibilities, his enthusiasm for the future of these electrical lines has led him, for some years, to devote special study to electrical and radio merchandising problems.

Mr. Ryan is now giving his full time to initiating, for the McGraw-Hill merchandising papers, complete studies of the distribution methods and costs of retailing electrical goods and radio, as fundamental to solving the present distribution problems in these industries. He is also available for consultation and advice on practical merchandising problems, with readers, advertisers and agencies.

Calling On 100 Housewives a Day Per Salesman

How the Southern California Edison Company's Kitchen Lighting Unit Salesmen Average Ten Sales a Day By Covering One District at a Time and Doing That Well

THE Southern California Edison Company with headquarters in Los Angeles recently worked out a kitchen lighting sales plan which might be called the "district method of selling."

Under this plan, the company's territory was divided into thirty one districts of from 800 to 41,000 consumers each, depending on the geographical situation. These districts were worked simultaneously, or in rotation. About six men were employed in each district which includes some 13,000 consumers.

Only the persons on whom the salesmen could call within a few day's time were notified of the sale. A broadside was mailed to each of these addresses. Nothing was said in this pamphlet as to the call of the salesman, as the housewife was too apt to make up her mind against the article before the call of the representative. The ability of the salesman to introduce himself as sent by the company "in connection with the announcement you received a day or two ago" more than made up for the few cases where the impression of the mail broadside is unfavorable.

When Conducting a Kitchen Lighting Campaign—

Send out broadsides — in envelopes,

Use sample units for display,

Secure co-operation of dealers, to display and sell units,

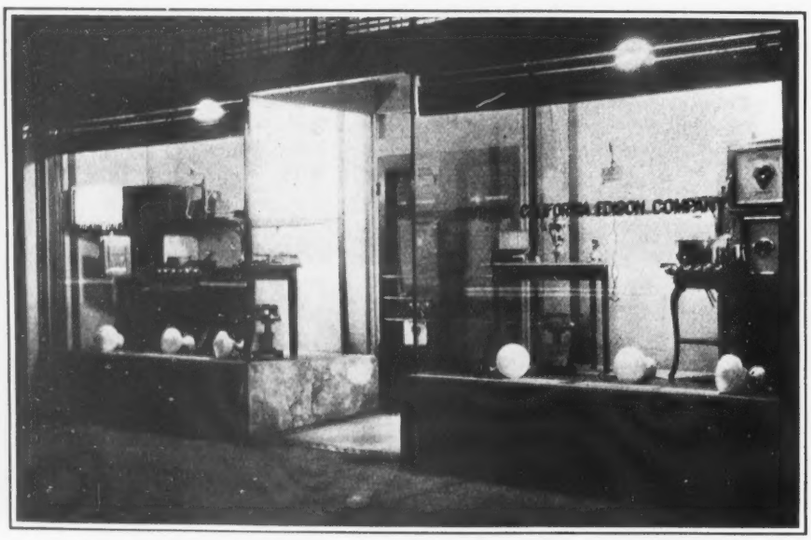
Arrange for installation through local contractors,

Pay special commissions for sales made by other employes.

In some of the similar campaigns conducted elsewhere, salesmen had made an average of ten to twelve calls a day. The Southern California Edison Company allowed thirty when its kitchen lighting campaign first started, but it soon found that one hundred were possible. In about 25 per cent of the cases prospects were not at home. Furthermore, a certain percentage consisted of renters who were not interested in permanent installations. This left from fifty to sixty-five actual interviews for a day's work. Out of these, ten sales were made.

As the salesman went on, he marked opposite the names on his list the results of his interviews. If a housewife was not at home, he placed an "X" mark opposite her name. If she was interested, but did not sign the contract at this time, he marked a "P" which signified that she was a prospect. Those marked with a "P" were followed up later. The percentage of those not at home, however, did not seem sufficiently large to warrant covering the district again, although this may be done later.

When a sale actually was made, a triplicate record was made out and signed by the purchaser. This was in the form of a contract carefully worded so that when the time of the trial offer expired, the sale became binding immediately.



When the Southern California Edison Company put on a kitchen lighting unit sales campaign, it backed up the campaign by displaying units in its windows. It also asked dealers to co-operate by displaying units in their windows.

One Dollar Commission on Each Sale

In the recent kitchen lighting campaign, which was under the direct supervision of H. C. Rice, appliance sales agent, Southern California Edison Company, forty-two salesmen were employed. A straight commission of $1 was allowed for each sale.

The lighting unit itself sold at $7.95. Of this 75 cents was paid the salesman at the time the installation was made, and the remaining 25 cents at the time the first payment was made. Cancellations were under 10 per cent. Sales made averaged about 10 per cent of calls, which meant an average of $7.50 per day actual income to each salesman, with $2.50 to come. Some of the best

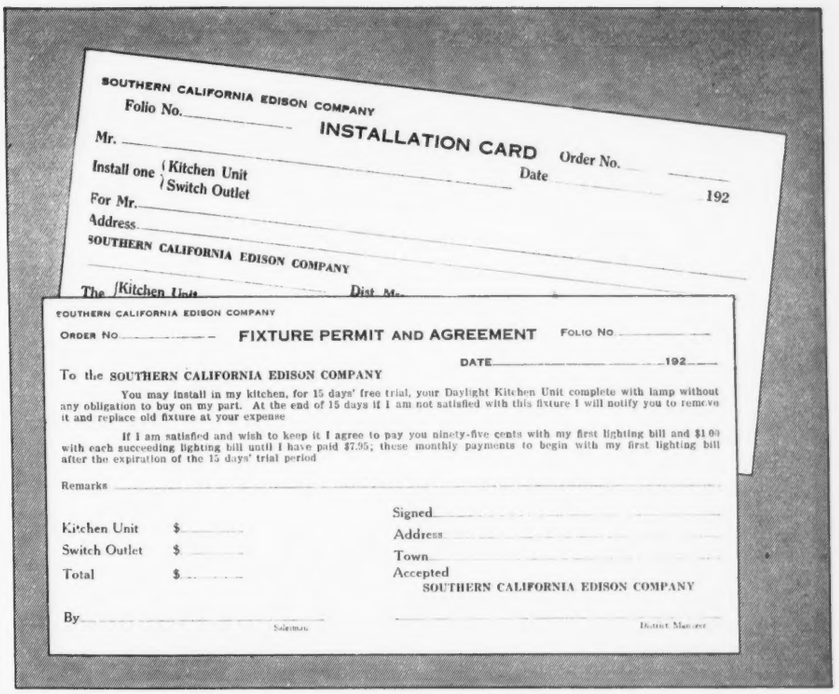
salesmen made $20—and more a day.

A new man first was given a sales talk on the article he was to sell, and then was sent out with some of the more experienced men. Later, he was given a field of his own. Meetings of the men were held periodically, usually at 8.30 in the morning. At these times, reports of difficulties and successes were made.

One of the sales methods brought out at these conferences was that practiced by one salesman who always set out to sell the grocer in the neighborhood he was covering. This he did at one of the most busy times of day, maintaining, of course, perfect courtesy so that neither grocer nor customers were annoyed. Indeed, he often found himself demonstrating the lighting unit not only to the grocer, but to all those who dropped into the store.

Another salesman had learned that to the housewife who replied that she was not interested, it was possible to say, "I know you are not. That is why the company wanted me to come out and demonstrate just how this kitchen unit operates and the effect in your kitchen."

Every effort was made to secure the co-operation of the dealers in the territory. Installations were made through local contractors — one or more, depending upon the local situation. Sixteen to twenty installations a day were averaged by the men who did this work. This efficient installation service helped the campaign along materially because it reduced unnecessary delay.



SOUTHERN CALIFORNIA EDISON COMPANY
Folio No.
INSTALLATION CARD Order No.
Mr.
Install one { Kitchen Unit / Switch Outlet
Date 192
For Mr.
Address
SOUTHERN CALIFORNIA EDISON COMPANY
The { Kitchen Unit
Dist. Mgr.

SOUTHERN CALIFORNIA EDISON COMPANY
ORDER NO.
FIXTURE PERMIT AND AGREEMENT
FOLIO NO.
DATE 192
To the SOUTHERN CALIFORNIA EDISON COMPANY
You may install in my kitchen, for 15 days' free trial, your Daylight Kitchen Unit complete with lamp without any obligation to buy on my part. At the end of 15 days if I am not satisfied with this fixture I will notify you to remove it and replace old fixture at your expense
If I am satisfied and wish to keep it I agree to pay you ninety-five cents with my first lighting bill and $1.00 with each succeeding lighting bill until I have paid $7.95; these monthly payments to begin with my first lighting bill after the expiration of the 15 days' trial period
Remarks
Kitchen Unit $
Switch Outlet $
Total $
Signed
Address
Town
Accepted
SOUTHERN CALIFORNIA EDISON COMPANY
By
Salesman
District Manager

When a sale is made, a triplicate record is made out and signed by the purchaser. This is in the form of a contract carefully worded so that when the time of the trial offer expires, the sale becomes binding immediately.

This installation card is made out in triplicate each night from the fixture agreements of the day. One of these is kept by the district office, and two are given to the contractor. Of these, the contractor secures the signature of the consumer, returns one to the office and keeps the other for making out the bills later. At this point, the transaction is entered upon the company's books for the first time.

Fixture Dealer Has "Advisory Bureau"

Countless fair-sized offices—of the kind where "the boss" works in the same room with the rest of the force—might be reached with lighting fixture and installation advertising such as is used by the Satterlee Electric Company of Kansas City, Mo. The following is an example:

"Study of human nature proves that there is more joy in working in congenial surroundings than in dingy, uninviting quarters.

"Light has much to do with making surroundings congenial. Electric light when properly directed by the use of correct fixtures or reflectors will increase the joy in both work and play.

"Permit us to suggest how you can improve your present lighting.

"Lighting information bureau—we answer questions, suggest proper equipment, tell how to make installation and give you estimates. You are welcome to our new lighting demonstration room at any time."

Slow-Selling Merchandise Costs Money—Watch It

Every retail store performs two distinct functions, and each should have its expenses separated accordingly, according to "Merchandising Methods and Equipment," published by W. B. McLean Manufacturing Company.

To trace the "leaks" or "Idle Mules," these expenses based on a drug store having a total expense of 24.65 per cent and an average turnover of four times yearly are separated as follows:

Carrying Expenses

Rent	4.02 per cent
Heat and light	.69 per cent
Insurance and taxes	1.21 per cent
Part of general expenses	2.49 per cent
Depreciation	.47 per cent
	8.88 per cent

Selling Expenses

Salaries	10.95 per cent
Advertising	1.76 per cent
Delivery	.51 per cent
Supplies	.36 per cent
Part of general expenses	2.00 per cent
Bad debts	.19 per cent
	15.77 per cent
Total	24.65 per cent

Selling expenses may remain stationary, that is, the 15.77 per cent may be the same on every item.

Carrying expenses, however, vary according to the number of months each article is in the store.

Basing on the example we have taken, we note that the carrying expense is 8.88 per cent.

This carrying expense is based on a store which makes *four* complete turnovers a year—or one turnover every three months.

If the carrying expense, therefore, averages 8.88 per cent for three months, it would be one-third of that, or 2.96 per cent every month.

The Jinx That Crawls Under the Balance Sheet

Now then, it begins to be clear to us that 2.96 per cent expense is tacked on every item in the store *every month* whether we believe it or not.

That 2.96 per cent monthly is the "leak"—the fodder for the idle mule—the jinx that crawls under every balance sheet and throws a fit into profit. We had about given up trying to illustrate how this happens until the manager of a great store said to us, "My big difficulty is to make managers sacrifice to rid their departments of old merchandise."

They think they save money by keeping articles in stock rather than sacrificing—but they don't.

A percentage of the store's overhead is added on each month to every single item in stock.

"Your Business at a Glance"

	No. 1—Sales				No. 2—Merchandise Costs									No. 3—Cost of Doing Business							No. 4—Profits	
	Gross Sales	Less Returns and Allowances	Net Merchandise Sales	Per Cent	Invoice Cost of Purchases	Less Cash Discount Earned	Plus Frt. Exp. and Ctge. In	Cost of Merchandise "Laid Down"	Price of Merchandise at Retail	Mark Up	M. U. per Cent on Retail	Cost of Merchandise in per Cent	Average Cost of Merchandise Sold	Occupancy	Selling	Publicity	Administrative	Other Costs	Total Expenses	Per Cent to Sales	Gross Margin on Sales	Net Profit on Sales
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Inventory								$19,842	$31,416	$11,574	36.84	63.16										
JANUARY	5,441	452	4,989	100	$2,196	$42	$37	2,191	3,412	1,221			$3,158	$207	$692	$164	$134	$144	$1,341	26.0	$1,831	$490
To date								22,033	34,828	12,795	36.73	63.27										
FEBRUARY	3,654	335	33,319	100	1,501	38	19	1,482	2,361	879			2,101	209	448	143	126	128	1,054	31.7	1,218	164
To date	9,095	787	8,308	100	3,697	80	56	23,515	37,189	13,674	36.79	63.21	5,259	416	1,140	307	260	272	2,395	28.8	3,049	654
MARCH	9,033	806	8,227	100	3,660	59	42	3,643	5,907	2,264			5,191	205	1,081	207	138	154	1,785	21.7	3,036	1,251
To date	18,128	1,593	16,535	100	7,357	139	98	27,158	43,096	15,398	36.92	63.08	10,450	621	2,221	514	398	426	4,180	25.3	6,085	1,905
APRIL	11,004	907	10,097	100	4,392	66	28	4,354	6,495	2,141			6,422	202	1,274	228	139	132	1,975	19.6	3,675	1,700
To date	29,132	2,500	26,632	100	11,749	205	126	31,512	49,591	18,079	36.40	63.60	16,872	823	3,495	742	537	558	6,155	23.1	9,760	3,605
MAY	7,208	564	6,644	100	2,928	48	24	2,904	4,313	1,409			4,245	214	886	185	121	130	1,536	23.1	2,399	863
To date	36,340	3,064	33,276	100	14,677	253	150	34,416	53,904	19,488	36.11	63.89	21,117	1,037	4,381	927	658	688	7,691	32.1	12,159	4,468
JUNE																						
To date																						
JULY																						
To date																						
AUGUST																						
To date																						
SEPTEMBER																						
To date																						
OCTOBER																						
To date																						
NOVEMBER																						
To date																						
DECEMBER																						
To date																						
Inventory																						

A—Total merchandise sales at retail valuation.
B—Customer returns and allowances.
C—Result of figure in A minus that in B.
D—Using the retail system, retail sales are figured at 100 per cent.
E—Cost of purchases as billed, less any trade discount taken.
F—Cash discount earned when paying bills.
G—Amount paid for freight, express and cartage on shipments into the store.
H—Sum of figure in E, minus that in F, plus that in G.
I—Retail price of inventory and of purchases.
J—Result obtained by subtracting figure in H from figure in I.
K—Retail mark-up percentage secured by dividing figure in J by figure in I.
L—Percentage cost of goods sold, secured by subtracting figure in K from figure in D.
M—Average cost of goods sold, obtained by multiplying figure in C by last figure in L.
N—Total of all expenses incurred in occupying the premises.
O—Total of all expenses incurred in selling.
P—Total of all expenses incurred for publicity.
Q—Total of salaries of owner or manager and office employees, miscellaneous office supplies, telephone, etc.
R—All other expenses not properly chargeable to N-O-P or Q.
S—Total of figures in N-O-P-Q and R.
T—Percentage of cost of doing business to retail sales, obtained by dividing figure in S by figure in C.
U—Gross margin or gross profit, secured by subtracting M from C.
V—Obtained by subtracting figure in S from figure in U.

EXAMPLE:— Suppose we are starting the year with a stock of merchandise which "laid down" has cost us $19,842, and has a retail value of $31,416. To start the sheet above, enter these figures at the head of columns H and I. In column J enter the difference between "laid-down cost" and retail value, which is the "mark-up."—$11,574. Now this "mark-up" is 36.84 per cent of the retail valuation. Enter this under K. And this mark-up percentage, subtracted from 100 per cent, which represents the retail stock, gives the "cost percentage" of the merchandise. That is, 100 per cent minus 36.84 per cent equals 63.16 per cent. Enter this at L.

Now we come to the January operations: We find the gross sales to be $5,441 and enter this amount under column A. Next we put down, under B, the amount of returns, allowances, discounts on sales, etc. during the month, which amount to $452. Subtracting B from A we find the net sales to be $4,989. This is entered under D.

The actual cost of the merchandise billed, less any trade discounts taken, was $2,196 and we enter that amount under E. We then put down under F the amount of cash discount, if any, in this case $42 and subtract that amount from $2,196. Then the amount paid for freight, expressage and cartage on incoming shipments is placed in column G and added to the amount secured by subtracting F from E. This gives us $2,191, which is the actual cost of the goods purchased during January "laid down" at the store door.

As merchandise was received we, of course, put a retail price on the goods and the total for the month, $3,412, is entered under I. The difference between I and H is entered in J, $1,221. This is the mark up on the month's purchases. Next we add the figures on the first two lines under columns H, I and J and enter the results on line three. Thus we find the total inventory and purchases at cost to be $22,033; at retail price to be $34,828 and the mark up to be $12,795 or 36.73 per cent of the retail value of $34,828. By subtracting 36.73 per cent from 100 per cent, we find that 63.27 per cent represents the average cost of our stock and purchases and likewise the average cost of sales made during the month. Therefore 63.27 per cent of the January sales, must be the average cost of the merchandise sold and this amount, $3,158, is entered under M.

Next we come to the cost of doing business. The items from the five columns in the cash book are entered here. The total of these amounts to $1,341, which is entered in column S. Simply divide this amount by the net merchandise sales shown in C and we find our total expense for the month was 26 per cent of our sales.

The next step is to find out what your gross margin or gross profit has been on the sales of the month. This is easy—simply subtract the amount in M (3,158) from the amount in C ($4,989) and we find it to be $1,831. The final step is to ascertain how much of this is net profit. By subtracting the amount of our total expenses shown under S ($1,341) from our gross margin in U ($1,831) we find our net profit for the month's operations to be $490, and this amount is entered under column V.

"Your Business at a Glance"

Here's a Summary Form or "Recapitulation Sheet" Which Will Tell the Electrical Merchant at Any Time Just How He Stands

WOULD you like to be able to see just how your business stands, at a glance?

Would you like to be able to draw up within ten minutes' time a profit-and-loss statement of your store's operation?

Yet making out such a business statement in ten minutes can be done and has been done with the aid of the chart shown on these pages. For this "recapitulation sheet" tells the electrical-appliance dealer, at a glance, those facts about his business operations which he must know if he is to make more profit.

Voluminous forms are discarded. Of course it is necessary to keep the three regular books of accounts—the cash book, the journal and the ledger—but the summing up of the operations recorded in those books in the recapitulation sheet tells the whole story. (For a contractor-dealer business, proper division should, of course, be made between the merchandising and the contracting departments.)

With a minute's scrutiny of the figures on this chart, the store owner can find out the four vital facts of his selling problem:

1. It gives the gross sales, the customers' "returns and allowances" and the *net sales*. This latter is the income of the store.

2. It tells just what the *merchandise cost* has been—for any month and for any period of months.

3. It gives the owner or manager, within a very few minutes, a very clear picture of his *operating costs* in selling electrical appliances.

4. It shows him, at a glance, *his gross and net profits* for any period.

Entries Are Made Monthly

Entries are made on the sheet at the end of each month. These entries are taken from the three books above mentioned. Of the chart itself—Division No. 1—Sales, is self-explanatory. The modern, simple, practical and satisfactory *retail system* of inventory and accounting is used throughout. Net merchandise sales are entered as 100 per cent.

In Division No. 2, we advocate some changes in the system which many merchants are now using. In the best acounting practice, "Freight, Express and Cartage In" is now considered part of the cost of merchandise "laid down" in the store. Therefore, it should be added to the invoice cost of the merchandise after the cash discount earned on purchases has been deducted. In addition, the retail value of merchandise inventoried and purchased is shown and the cost of the goods sold in any period. The latter is necessary in order to determine the gross margin earned.

If one were to draw a comparison between this merchandise end of the business and the contracting end, it might be explained that Division No. 2 in merchandise sales is analogous to "prime cost" in the contracting business.

Cost of Doing Business

In discussing Division No. 3 there are some very definite changes which are advocated and which have been found to be worth while in other businesses.

For any retail store the cost of doing business can be divided into two sections—1, "Operating Costs" and 2, "Other Costs." We can subdivide "Operating Costs" for the small store into four classifications:

First—*Occupancy Expense.* Under this are included the items of rent, light, heat, power, cleaning, painting, carpentering and any other expenses incurred in *occupying* the premises.

Second—*Selling Expense.* This includes such items as salesmen's salaries, delivery expense, selling supplies (twine, paper, etc.), parcel post and all other expenses incurred in *selling.*

Third—Publicity Expense. Under this division the dealer should enter newspaper advertising, direct-mail advertising, window-display, billboard and electric sign advertising and salaries or commissions paid for *publicity.*

Fourth—*Administrative Expense.* This includes the manager's or owner's salary, salaries of office employees, telephone and telegraph expense, miscellaneous office supplies and printing and postage except that used for publicity.

The classification headed *"Other Costs"* includes such items as taxes, depreciation, interest, insurance, etc. In other words, those expense items which are not actually part of the cost of selling, occupancy or publicity but are more in line with the cost of keeping the store in operation.

Profits

Division No. 4—Profits, is likewise self-explanatory. We enter here the gross margin on sales, which is secured by subtracting the cost of goods sold from the net merchandise sales at retail and, finally, our net profit on sales which we find by subtracting the total expense from the gross margin on sales.

In starting the "recapitulation sheet" opposite, some readers may question just how to ascertain the "laid-down" cost of their merchandise already in stock, and the retail valuation of this stock.

If a "retail" system of accounting has been used the preceding year, it will only be necessary to take the stock inventory *at retail valuation,* which is much less work than the old double system of cost and retail.

A Quick Summary of Your Business—

The form on the opposite page gives you all necessary information about the four vital parts of your business:

1. **Net sales,**
2. **Merchandise costs,**
3. **Operating costs,**
4. **Profits.**

Entries on the sheet are made monthly and are taken from the journal, cash book and ledger.

It recapitulates the whole record of your business.

If you have been using the double system, enter the stock at cost on the first line under column H and the stock at retail valuation under column I. Next enter the difference between these two figures, the mark up, under column J. Then divide the mark up amount by the retail valuation. This will give you the percentage of your retail stock that is represented by mark up, sometimes mistakenly called gross profit. (It is *potential* gross profit, but profits are only actually realized from *sales.*) Consequently by subtracting the percentage figure thus obtained, and shown in column K, from 100 per cent (which is the retail valuation of the stock) we secure the percentage of the stock which is represented by cost. Try it.

If you have been using the retail system, simply enter on the first line under I the actual retail inventory figure, multiply it by the percentage figure (which you will have) shown under L, thus securing the cost inventory figure and enter it on the first line under H. The difference between the two (the mark up) enter on the first line under J. In either event, once these figures are entered, it will only be necessary to inventory at retail price in the future. The modern retail system is less costly and far more simple, practical and satisfactory than the double method. Once used you will not return to the other method.

Electrical Dealers Who Are Making Money and Why—XIX

$5,311 Profit From a Gross of $26,000 in An Average Small Town

How Moroney Sold 135 Washers Last Year and Made $10 Net Per Washer —Promoting New Line Extensions Creates Wiring and Fixture Business.

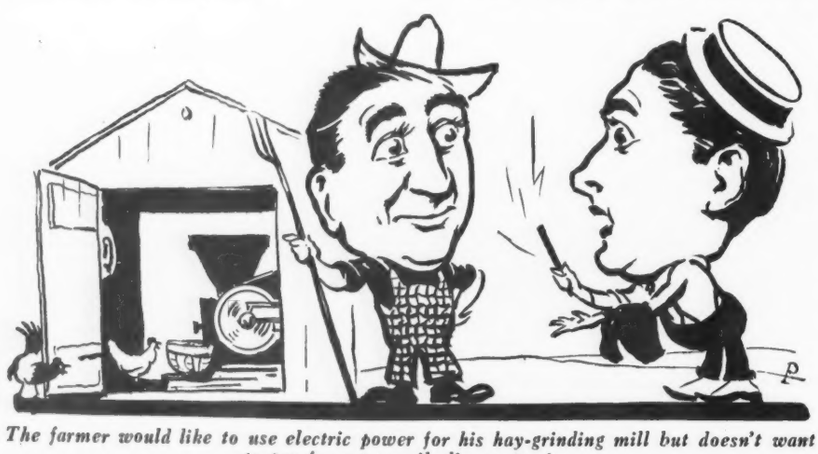
THERE are no figures available as to the amount of business done and the amount of profits made by the "average" electrical contractor-dealer. But we know the average community has about two thousand families with an average income of less than $2,000 a year.

The writer recently spent half a day in such an average community with an electrical contractor-dealer who has done better than an average job and who certainly has made it pay him a better than average income.

The community is South St. Joseph, Mo., and the dealer is M. J. Moroney, who owns and runs the South Electric Company.

South St. Joseph is peopled chiefly by the employees of the large packing interests located there and is strictly a "pay-roll town." There are probably a good many less than 10,000 people in the little community. The streets become country roads not very far from Main Street, and there are few homes that cost $10,000 or more. There are, however, lots of good new small homes that are owned by the people who live in them and a good many of these have been wired and equipped electrically by the South Electric Company.

Mr. Moroney,—his friends call him Mike,—has a thousand customers. This is easily 50 per cent of the homes of South St. Joseph. They are not counted as customers just because he has sold them once, but because after he has wired their houses he then sells them the electrical home conveniences to make their houses into homes.



The farmer would like to use electric power for his hay-grinding mill but doesn't want to pay for a two-mile line extension

Sells 500 Washers by Following Up Customers

From this following of customers, house-wiring, etc., he has sold 500 washers in four years. Most of these customers of Moroney's are packing-house employees, most of them are of foreign birth and in many families both husband and wife are employed. In these families *washing is done on Sunday* and they are among the best of washer prospects. The foreign population, as elsewhere, is shy and apt to be suspicious; it sometimes needs a good deal of selling, not so much on the idea of the machine or the wiring job, but of confidence in the man it buys from.

It has been a great contributing element in Mr. Moroney's success with these people that he has dealt with them on a policy that leaned over backward to secure their complete satisfaction. In consequence, he has his whole class of trade very strongly for him. Many worthwhile sales are made without any

effort on his part. His customers send in their compatriots because they know that they are going to get a 100 per cent fair treatment from Moroney.

An angle of his washer selling that is of much interest is the way in which he gets a net profit out of this business without any investment.

When Moroney went into business six years ago in South St. Joseph he had a capital of $87. He has built up an operating capital out of his accumulated profits but he has never felt justified in making a large investment in appliance stock. That has not, however, kept him from doing an appliance business at a profit. He has acted as a washer salesman for a large dealer in St. Joseph who pays him for handling the sales. This dealer makes the time-payment collections and Moroney takes his profit from the sales. This has worked out very satisfactorily.

Last year Moroney sold 135 washers on which he received a gross commission or profit of $2,900. He employed a salesman to do the floor work, giving the salesman lists of prospects among his customers whom he knew to be saleable. The salesman was paid $1,500 and Moroney took down $1,400, which he figures represents a net profit on his acquaintanceship and customer list. It is net because there was no capital involved in the turnover of these washers, not even handling charges, as most of them were delivered by the jobber direct.

Develops Business by Promoting Line Extension

Before he was an electrical contractor-dealer, Mr. Moroney was a salesman and when he is out on his way to transact one piece of business he is always on the lookout to spot the chances for more business. For instance, a few miles from South St. Joseph, he found a hay-grinding mill which was using a gas engine for operating power.

This mill could be operated much more economically and satisfactorily with electric power and Moroney stopped to talk it over with the proprietor. A branch line of two miles would be necessary to bring power into this mill and the proprietor did not feel justified in assuming this expense. When Moroney suggested that he might get the residents along the road to come in and help finance a branch line the mill proprietor readily agreed to support the line and pay a generous proportion of the cost.

Mr. Moroney got in touch with the power company and with their support, he organized meetings of all the parties who would benefit and who would be interested. The result was that the power line was financed and put through, Moroney got a wiring job and a motor sale from the mill and wiring jobs and fixture sales from the home owners who went in on the line.

Sells Window Lighting

This is only one of the number of power line extensions that Moroney has promoted and seen through. He devotes time to this creative sales work and counts the result in increased business and increased customers.

By getting in on the ground floor as he does, there is no competition on a cut-throat price basis to eradicate the profits. His prices are fair to the customer and fair to himself and if he doesn't get his profit he doesn't do the job. A lot of work and no profits to speak of does not interest Moroney.

The South Electric Company occupies a very good store in the best business part of the little town. The windows are exceptionally attractive because kept very clean and frequently changed and the metal heating appliances shown are always brightly polished. Well illuminated, these windows have been used as object lessons in good window lighting for the other merchants.

His Methods Make for Stability and Profit

By preaching the gospel of light by precept and example Mr. Moroney's lamp sales are benefited. He supplies most of the merchants in town with lamps and the profits from his $1,200 lamp contract pay a substantial proportion of his rent.

These methods have resulted in a remarkably stable business and a remarkably good profit. Not having a large capital Moroney has never stocked heavily. By handling his major merchandise operations to take a salesman's profit and carrying his wiring supplies as he needs them, he has not needed a large capital. In consequence, he is able to pay his bills promptly and his inventory represents an asset. Such house-wiring business as is done on the time-payment basis is discounted with a finance company.

The proof of good methods and good management is in the net amount the owner of a business can take as a net profit in cash.

With a year's gross business of $26,000 the net to Mr. Moroney was $5,311. Washers not being billed are not included but $1,400 commission on washer sales is included.

$5,311 Net on $87 Capital

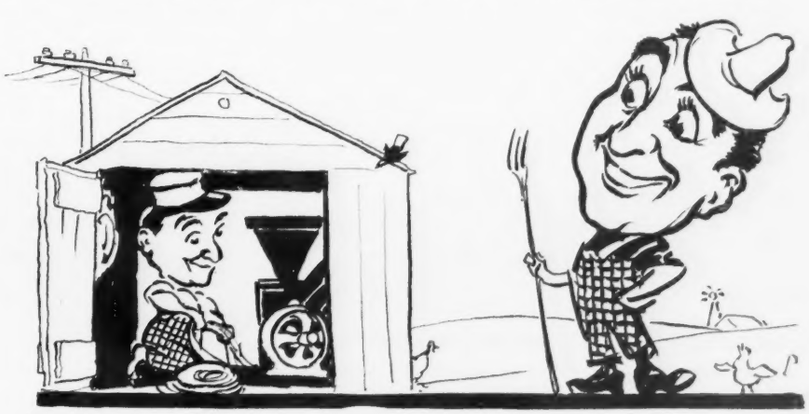
Six years ago Moroney started in business with a capital of $87. Last year he made $5,311 for himself on a gross volume of $26,000.
He does it by—

1. Creating wiring, motor and fixture business by organizing light and power-line extensions.

2. Following up house-wiring customers for appliance sales.

3. Keeping stock investment down by selling washers for a large dealer in near-by city and letting this dealer deliver and collect.

4. Using his well-lighted and well-kept windows to sell lamps and window-lighting to other merchants in his town.



Moroney has organized the farmers and financed the line extension. His men are now wiring that mill and installing fixtures in a dozen houses

The M. J. Rose Company, Canton, Ohio, displays electric "portables" and floor lamps together with its furniture. One of its main policies is to keep a large variety of lamps on the floor at all times. These lamps are kept lighted all day and are bound to attract attention. The shades of the lamps blend with the furniture, and it is easy to sell the proper lamp.

How a Furniture Store Sells Portables

Points for Electrical Dealers—Why Rose Furniture Company, Canton, Ohio, Now Features $16.50 to $75 Lamp Items—None Higher

MERCHANDISING electric "portables" and floor lamps on exactly the same policy as furniture, carpets, and home furnishings, has proven very profitable for the retail furniture house of the M. J. Rose Company, Canton, Ohio, of which H. L. Worms is manager.

The profuse display of lamps has produced a large volume of lamp business so that the store has become known as a reliable dealer in attractive lighting wares.

Some of the maxims of lamp success of this widely-known furniture house are:

"Better homes have lamps."

"Give lamps the same consideration as furniture, carpets and home furnishings."

"Display lamps on all floors of the store."

"Arrange lamps so their beauty will radiate throughout the area in which they are placed."

"Offer lamp specials at regular intervals each month."

"Stress lamps in newspaper advertising and allot a quota of the daily display space to them."

"Instruct your sales force to determine the customers' taste before showing them lamps."

"Include them in window displays, and use plenty of them."

"Don't consider it an expense to keep lamps lighted all the time."

"Don't be afraid to display a variety of lamps. Keep down the prices and change windows often."

Lamps Add Color to Environment

"Every buyer of furniture is a potential lamp customer," said Mr. Worms. "After we sell a customer a bill of furniture we call attention to the need of lamps to complete the home furnishing and tell the purchaser in a pleasant way what colorful environment they add to the home. Few sales get away from us because we have the stock in which customers are bound to find something that appeals to them.

"It has been the policy of this store to keep on hand at all times, even through the summer season (when most dealers want to keep their lamp stocks at a minimum), a very large and complete line of portable lamps. We find that by doing this, interest in lamps never wanes—also the store always presents an inviting appearance from the outside. Nine times out of ten an attractive lamp in the window catches the eye of the passer-by."

The Rose Company store in Canton keeps on its furniture floor an average of 150 lamps, sometimes more but always at least 100 lamps are to be found spotted about the store in various departments.

"Lamps give so much color and cheer to the room that they should be the first consideration in your home," is stressed in the sales talk to the prospective customer.

Mr. Worms insists that all lamps on the floor be kept burning throughout the day and for a reasonable time in the evening. "Look in our store any night and you will find it

ablaze with color and beauty, radiating from the profusion of lamps always to be found lighted," said Mr. Worms.

"Keeping lamps lighted is the only real way to display them to advantage. I insist that the stock be varied enough to give a complete selection and in which collection there are at least several that will appeal to the most particular buyer. Tastes differ, you know, and it is the variety that we carry that adds to the sales volumes."

No less than seventy-five lamps are displayed on the main furniture floor; arranged advantageously about the living room suites, always a bridge and floor lamp to harmonize, are conspicuous by each living room suite. A lamp stands beside each extra chair, table lamps adorn the library tables and on the buffets are pairs of torchères, which add much to the appearance of the main floor display. For the latter there is a good demand and they are becoming immensely popular with the person who believes in better homes.

On the second floor dining room furniture is mostly displayed and here also lamps are conspicuous. In this department lamps are used to offset the monotony which prevails by reason of so many dining room suites together.

Salesman Finds Out Customer's Needs

Lamps play an important part in the display of bedroom furniture, and a score or more are to be found on the third floor of the store. They are distributed about on night tables, dressing tables, there are boudoir lamps, and at the head of many of the beds are to be found novelty small lamps which can be switched on by the salesman.

Salesmen do not crowd a customer for a lamp sale. Until you as a customer signal for a salesman you are free to browse about and examine lamps and other merchandise without interference. When a salesman comes up, he learns first what you have in mind, what style lamp, whether it be for your living room, bed room or dining room. He shows no lamps until he has learned from the prospective purchaser the color of the living-room suite, the shade of the wallpaper and other appointments of the room where the lamp is to be placed. Once he has learned all this he can talk intelligently to the customer and show what he believes will suit his or her tastes and also fit into the home with perfect harmony.

To Increase Portable Lamp Sales—

The Rose Furniture Company of Canton, Ohio, has built up a large lamp business by practicing the following principles:

"Assume that everybody who comes into the store is a potential lamp customer."

"Keep lamps lighted all day."

"Learn the customer's needs before selling him."

"Run a lamp special once a month."

As to advertising lamps, it has been the policy of the store to include in its regular daily newspaper display space lamp offerings; some weeks they are given preference over furniture offerings and again special sales on lamps exclusively are stressed in the advertising.

On an average of once a month, this store puts on a lamp special for one or two days at one price—$12.50. A big volume of business is usually done on these sales, according to Mr. Worms.

Until recently the M. J. Rose Company handled the more expensive lamps but now moderately-priced lamps are featured, ranging in price from $16.50 to $75 and none higher. "We found so many people buy lamps every year to rearrange their homes that they do not want to spend so much money for lamps when they know they are to be replaced a few months later," Mr. Worms explains.

Appealing to "Tired Shoppers" Sells Appliances

Selling electrical goods, like the measles, is contagious, but it isn't bad, for established electrical dealers if the right people sell them.

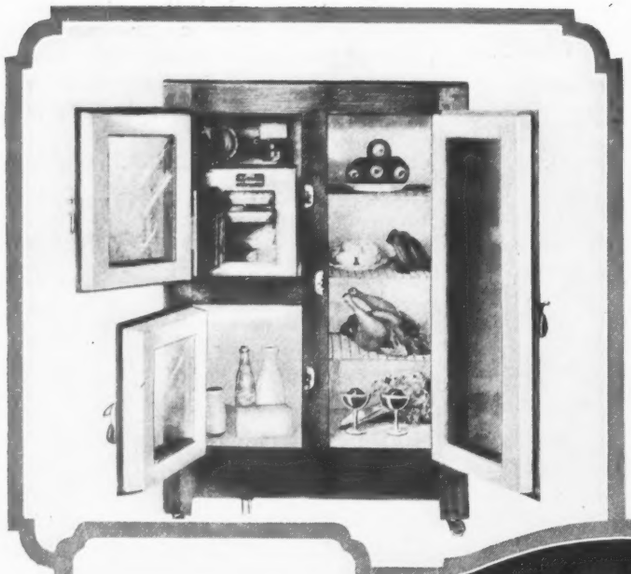
R. G. Jones, plumber, of Springfield, Ill., used to rent half his store to an electrical dealer. This dealer's business grew so steadily that he eventually was forced to move into a larger store.

This was a year ago. Instead of renting this space to someone else, Mr. Jones decided to go into the electrical business for himself. Electric washers, ironers, vacuum cleaners and ranges were prominently displayed in the front of the store.

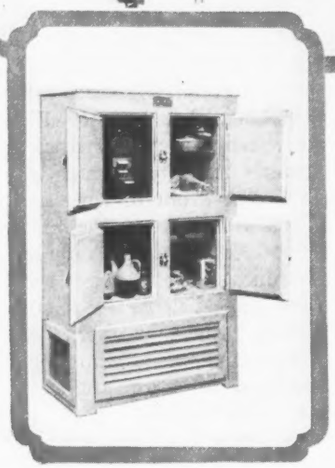
On the sidewalk of the entrance were two electric washers operating. As the Jones' store is directly across from the largest department store in Springfield, these washers attract many women shoppers who stop, look at them, then come into the store for further information.

In the attractive, light store there are comfortable wicker chairs where tired shoppers may rest. Many electrical appliances are sold because of this convenience. Sales arguments do not interest tired people.

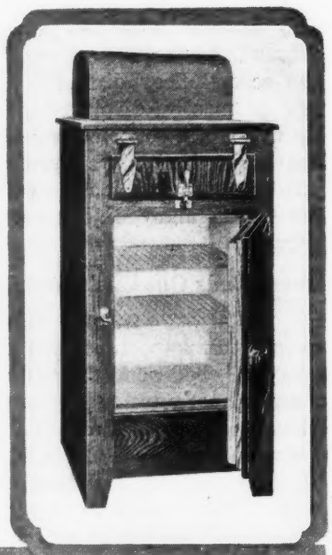
R. G. Jones, of Springfield, Ill., sells lots of electrical appliances because he has a good location, keeps his store neat, and furnishes comfortable wicker chairs where tired shoppers may rest. He started out as a plumber, but now carries a complete stock of electrical appliances and supplies which are yielding a satisfactory profit.



***Above*—the "Kelvin-et"**
***Below*—the "Chillerator"**



***At the top*—the "Electro-Kold"**
***Directly above*—the "Electrice"**



***Above*—the B5-2**
"Frigidaire"

***Above*—the "Frostic"**
***To the right*—the "Copeland"**

"The home electric refrigerator is a 1925 sales opportunity for the dealer"

Electrical Merchandising, June, 1925

The Latest Accepted American-Household Specialty—

Electric Refrigerators

There Are Prospects Up and Down Your Street—Your Town—Neighboring Towns—In These Pages You Will Find a Review of the Household-Type Refrigerators Now on the Market

NOW is the time of year when little cards of all sizes and shapes but all bearing the same message—"Ice"—appear in the windows of houses in every street. They appear as faithfully and as regularly as do holly wreaths at Christmas. *A whole townful of prospects for electrical refrigerators!*

There is a buried treasure in the domestic electrical refrigerator market. It needs digging up and some hard work, but it's there! In planning a refrigerator campaign in your town—First, let people know what electrical refrigeration is and what it will do. Emphasize the great convenience of the "electric ice box"—no dripping pans, unsanitary drains, spoiled food—no mess or dirt and no watchful waiting for the unreliable iceman. The manufacturers' advertising tells the story nationally; you tell it locally in the newspapers, in window displays, by means of manufacturers' direct-mail "dealer helps" and through other publicity methods adapted from washer and cleaner campaigns. The sales methods are much the same.

To present in condensed form a general survey of the domestic-type refrigerators that are now being offered by various manufacturers, there is printed here a review of the electric refrigerators and refrigerating units on the market, together with a brief description of each unit. Also, there is given, where it could be obtained, the approximate retail price. Illustrations of some of these refrigerators appear on the opposite page. There is a model for every size of home!

Audiffren Refrigerating Machine Company, 90 West Street, New York City. Refrigerator complete with box. The dimensions of the Audiffren air-cooled refrigerator are 52 in. wide, 27 in. deep and 75 in. high. Only one domestic-type refrigerator is made by this company. It contains 16 cu.ft. of food storage space and facilities for making 24 lb. of ice in eight small molds, located in the lower left-hand compartment of the box, beneath the cold evaporator end of the machine. The box is lined with opal glass. The outside finish is natural ash or white enamel. The unit is thermostatically controlled and requires no cooling water supply or any connections other than the electrical connection. Intended retail price, $900, f.o.b. Jersey City, N. J.

Chillerator Corporation, 347 Madison Avenue, New York City. Refrigerator complete. Two models are offered by this company—No. 350, for large families and No. 275 for average-size homes. The outside dimensions of the former are 52 x 37 x 20¾ in., with food chamber capacity of 9 cu.ft.; No. 275 measures 52 x 26 x 20¾ in., with food chamber capacity of 6½ cu.ft. The mechanism is mounted on top of the cabinet. The cabinet is made of aeroplane wood with sheet-metal lining. The finish is white enamel, inside and out. Intended retail price, $350 and $275.

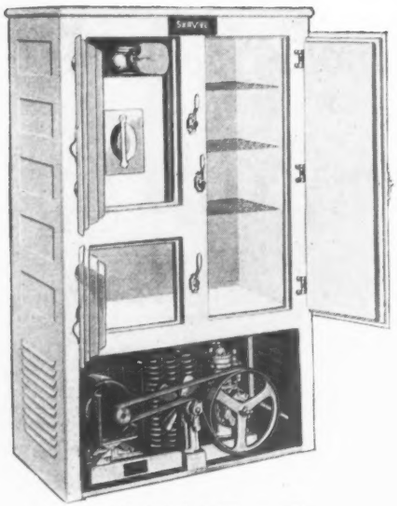
Copeland Products, Inc., 630 Lycaste Street, Detroit, Mich. Refrigerating unit. The brine tank of the Copeland unit is installed in the ice chamber of the cabinet while the condensing unit—air cooled—is ordinarily installed in the basement. The refrigerant is butane—a harmless and odorless gas. The motor used is ⅛ hp. and can be equipped for a.c. and d.c., from 110 to 220 volts, 25, 30, 40, 50 and 60-cycle current. The slotted base of the motor allows for belt adjustment when necessary. The brine tank is made in varying sizes, in 30, 45, 60, 75 and 90 ice-cube capacity. Thermostatic control by direct contact with brine solution. Intended retail price, $230 to $270.

Delco-Light Company, Dayton, Ohio. "Frigidaire." Refrigerator complete and refrigerating unit. There is a wide selection of models from which to choose a "Frigidaire"—for the line includes model B-15 for the large home, with 15.5 cu.ft. of food storage space and providing 72 ice cubes at each freezing; Model B-9 has 9 cu.ft. of food storage space and provides 72 ice cubes; Model B-5 has 5 cu.ft. of storage space, 36 cubes; and Model B5-2, with over 4½ cu.ft. of space, 36 cubes. The mechanism, in each case, is installed in the bottom of the cabinet, while the coils are placed in the ice chamber. The finish of the cabinets is natural (and in B5-2, real and quarter-sawed) oak and white enamel.

Then there are the refrigerating units only, of various capacities, in air-cooled and water-cooled models. The refrigerant is sulphur dioxide. The intended retail prices are: B5-2, cabinet complete, $245; other complete models range in price to $775. Refrigerating units alone are listed at $190 and up, all f.o.b. Dayton.

Earnshaw Manufacturing Corporation, Philadelphia, Pa. "Frostic." Refrigerating unit only. The "Frostic" mechanism may be placed in any domestic refrigerator with inside measurements of from 12 cu ft. to 50 cu.ft. The coil is placed in the ice chamber while the motor and pump unit—which is air-cooled—may be placed in the basement or any other convenient place. The intended retail price, with 4 ice pans is $325 installed; 6-pan model, $350.

Electrice Corporation, 120 Broadway, New York City. "ElectrICE." Refrigerator complete. By merely plugging into any electric light socket the "ElectrICE" is ready for operation. It is a complete refrig-



Model G-2 "Serv-el"

erator, unit and cabinet, and is made in two sizes—"A," household size and "B," apartment size, measuring respectively, 60½ x 37½ x 21 in. and 64½ x 30 x 21 in., with 6½ and 5½ cu.ft. of food storage space. The finish is white enamel or laminated oak, natural finish. Intended price, with wood cabinet, $275 and $240; steel cabinet, $295 and $260, f.o.b. Baltimore, Md.

Electro-Kold Corporation, South 151 Post Street, Spokane, Wash.—"Electro-Kold" refrigerator and refrigerating unit. Various sizes of air-cooled refrigerating units are made by this company for installation in any cabinet, with top or side ice compartments. A complete refrigerator may also be had—a "Seeger" cabinet (providing 8.8 cu.ft. of space) with Electro-Kold unit. The mechanism is installed in the basement or elsewhere as desired. Different sizes of units are offered—from 7 cu.ft. of storage space to 60 cu.ft., listed at $265 to $410. The complete refrigerator is listed at $450.

General Refrigeration Company, Beloit, Wis., sales agent for the Lipman Refrigeration Company—"Lipman"—refrigerating unit only. Model 25 is the domestic type refrigerating unit made by this company. It is adapted for use with refrigerators up to 80 cu.ft. in size, depending on construction and insulation. From 40 to 60 ice cubes are frozen every two or three hours. The refrigerant is ammonia. The condenser is water-cooled and the mechanism is placed directly on top of the cabinet, beside it or in the basement, as desired. The average price of domestic installation, exclusive of cabinet, is about $450.

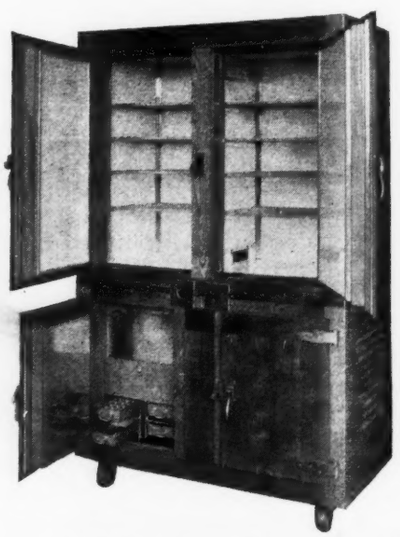
The Isko Company, 2525 Clybourne Street, Chicago, Ill. "Isko" refrigerating unit. The "Isko" domestic-type unit can be adapted to any standard refrigerator having a refrigerating space of from 10 to 50 cu.ft. The chambers and motor are mounted on a single base which may be set on top of the refrigerator, in an adjoining room or in the basement. The brine tank, made in sizes to fit various standard refrigerators, is placed in the ice compartment. The approximate retail price is $350.

Kelvinator Corporation, Detroit, Mich. "Kelvinator" and "Kelvin-et." Complete refrigerator and refrigerating unit. Refrigerating units to fit any size or type of ice chest are made by this company. There are the "Junior" and "Senior" air-cooled condensing units and freezing units of top and side icer models, with refrigerating capacities of from 5 to 150 cu.ft. The intended prices of these units range from $250 to $1,000. The "Kelvin-et" is a self-contained refrigerator, designed for use in the small home and apartment. The unit is placed in the bottom of the cabinet, and the food compartment is 25 in. from the floor. It is a portable model, operating from any convenient outlet. The finish is golden oak, white enamel or a prime coat for finishing to harmonize with the woodwork wherever installed. Intended retail price, $250, f.o.b. Detroit.

The Multicold Company, 119 Friendship Street, Providence, R. I. Refrigerating unit. The Model 1 refrigerating unit—"Coldak"—is made for use with refrigerators up to 25 cu.ft. capacity. Ethyl chloride is the refrigerant used and the machine is of the air-cooled type, equipped with ¼ hp. motor, directly connected to the compressor which is a compound rotary gear pump. A larger machine made by this company is designed for use in apartment houses and wherever several refrigerated units are to be handled. The prices range from about $295 to $385, according to the size of refrigerator being equipped.

Serv-el Corporation, 510 North Dearborn Street, Chicago—17 East Forty-second Street, New York City. Refrigerator complete and refrigerating unit. There are three models of cabinets available—the A-2, with about 14½ sq.ft. of shelf space in the food compartment, B-2, with 8 sq.ft. of shelf space and a still smaller and newer model, the G-2, which provides about 7 sq.ft. of shelf space. The boxes have white porcelain steel lining and in models A-2 and B-2 the outside is made of heavy gage metal, white enameled. Model G-2 has an outside casing of selected hardwood with white enamel finish. The intended retail prices of the three sizes are, respectively, $595, $495 and $295. The refrigerating unit has air-cooled condenser, and uses methyl chloride as the refrigerant. Cooling tanks of various sizes are provided to fit the different types of cabinets up to 40 cu.ft. capacity. The intended list price ranges from $295 to $445.

Superior Refrigeration, Inc., Wapakoneta, Ohio. Refrigerating unit. The "Superior" unit may be obtained in air-cooled or water-cooled types. The unit is made in various sizes, for use with refrigerators having ice capacities of from 75 to 650 lb. The refrigerant used is a patented process of dehydrating, purifying, filtering and refining sulphur dioxide. It has automatic control and furnishes ice cubes for table use. The company is in a position to supply a guaranteed cabinet to accommodate the refrigerating unit, or the unit may be purchased separately for installation in the customer's own cabinet. Intended retail price, air-cooled models, $300, $350, $375 and $475; water-cooled units, $350, $375, $400 and $490, f.o.b. Wapakoneta, Ohio.



The "Audiffren" Refrigerator

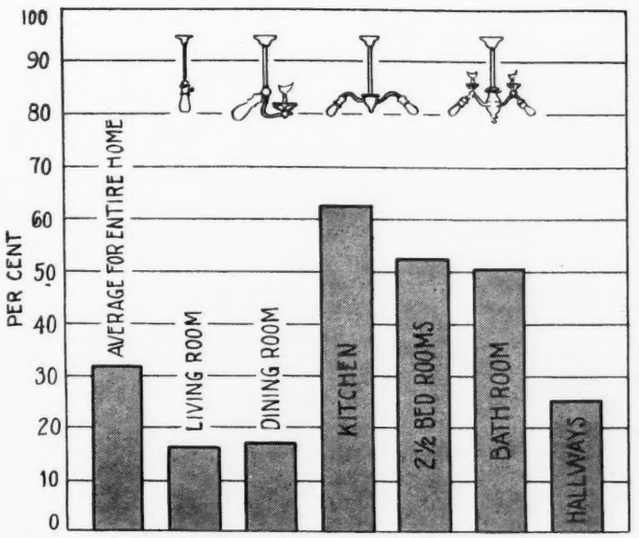


Fig. 1—Showing the percentages of obsolete fixtures (of the type illustrated) in the various rooms and in the entire home.

Replacing Obsolete Fixtures

Opportunities for Dealers and Manufacturers—One-third of All Ceiling Fixtures in the Wired Homes of This Country Are Obsolete, According to Survey*

By M. LUCKIESH
Director, Lighting Research Laboratory
Nela Park, Cleveland

THE electrical business is still young, but youthful as it is, we already have much equipment that is obsolete. This is a natural consequence of rapid growth in early years, just as the boy outgrows his clothes. Until that far-off time arrives when electrical development will have reached maturity and "saturation," the dealer will have a continuous opportunity for profit by replacement of obsolete equipment.

In a vague way we have known that there are many residential electric-lighting fixtures in use which have served their purpose and which progress has passed by. However, only recently have we begun to acquire, through exhaustive surveys, a detailed knowledge of the wiring and lighting equipment existing in the homes of the country. Such a survey* among other things, reveals the startling fact that one-third of the ceiling fixtures now in the American home are absolutely and unquestionably obsolete. Many others are unsatisfactory, but these need not be considered here.

Perhaps the dealer may assume that this figure does not apply to his locality. However, the chances are very much against anyone who takes such a stand, because this figure is an average of facts gathered from many places in various parts of the country, and the obsolete ceiling-fixtures in most of these places are more than 25 per cent of the total. Only six places out of thirty showed less than 20 per cent to be obsolete. On the other hand four places out of thirty had more than 50 per cent of the ceiling-fixtures obsolete and in one of them 67 per cent were obsolete.

In Fig. 1 are shown the types of fixtures which are now considered obsolete for the rooms in question, and the percentages of obsolete fixtures in the various rooms are also indicated.

This shows where the opportunities for replacement are in the home, and the dealer may choose appropriate fixtures for making such replacements. One out of every six dining-rooms has an unquestionably obsolete fixture, without taking into account the many dining-rooms

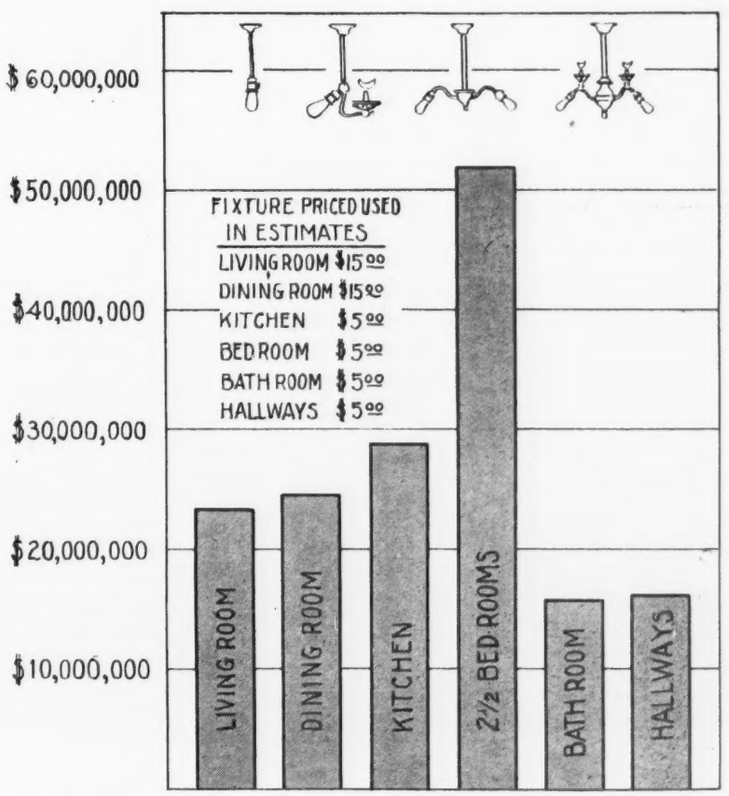


Fig. 2—Business available by replacing obsolete fixtures of the types shown by modern fixtures of very modest values. If replacement fixtures of greater values are chosen, the figures would be increased accordingly. There is also the chance to increase fixtures in number

*M. Luckiesh, *Residence Lighting*, N.E.L.A. Lighting Committee, 1925.

which have unsatisfactory fixtures.

About two out of three ceiling fixtures in kitchens are obsolete.

More than half the ceiling fixtures now existing in bedrooms are obsolete. (According to the survey there is an average of two and a half bedrooms per home in this country.)

One-half the ceiling fixtures in bathrooms and one-fourth those in hallways are obsolete.

It should be noted that these are percentages of the ceiling fixtures *now in use* which are obsolete. The outlets are there and the job is merely a replacement of an obsolete fixture by a modern one.

A $162,000,000 Opportunity

In Fig. 2, the commercial possibilities are shown on a very conservative basis, for it is seen that modest prices of the new fixtures have been assumed. Considering that the aggregate value of these replacement fixtures amounts to $162,000,000, as based on these moderate prices, it is seen that much business is awaiting re-fixturing campaigns.

There are about 11,000,000 wired homes in this country at the present time so that the business available is at least fifteen dollars per home. Actually it is much more than this. Any dealer may compute the replacement business available within his "sphere of influence." There are slightly more than four persons per family so that a place of 100,000 population has slightly less than 25,000 homes. Making allowance for unwired homes this figure might reduce to 20,000. Therefore, on an extremely conservative basis we find that replacement business to the extent of $300,000 awaits refixturing campaigns for each 100,000 inhabitants. Incidentally, in general the percentage of obsolete fixtures is greater in smaller places than in large ones.

These charts and figures represent facts which show the dealer some interesting possibilities and it should be borne in mind that these values of replacements have been computed on a very conservative basis and only unquestionably obsolete fixtures have been considered for replacement. Progressive dealers will find it profitable to sharpen their pencils and make their own computations upon these percentages of obsolete fixtures with any values of new fixtures which they may choose to exploit.

Profits in Irons at 50 Cents a Week

Selling appliances listed at $10 and under on installments has been a form of selling that most contractor-dealers have felt unable to adopt. It has been thought that the matter of collections on these small payments presented too much of a problem, and that only a lighting company could handle such business successfully. One contractor-dealer, however, has tried this selling plan for a year and has found it a volume- and profit-builder.

The Barth Electric Company, Fort Wayne, Ind., is selling electric irons at $2 down and 50 cents a week. This company has not spent much money in advertising. The offer of a well-known iron at small weekly payments has been sufficient to attract purchasers.

Twice a week in the classified advertising pages of the Fort Wayne newspapers, Barth runs a one-inch ad. This contains little more than the name of the iron, the time-payment offer, and the amount of the weekly payment, 50 cents. The price of the iron and the amount of the down payment are not mentioned.

The iron lists at $7.50 and Barth asks $8.50 on the payment plan. Selling consists only of getting a $2 down-payment, since many women come in expecting to pay 50 cents or a dollar down. No selling has to be done on the iron itself, as the woman who comes in is prepared to buy.

Reasonable credit precautions are observed in concluding each sale, so losses have been small. Out of 500 customers on this plan, only six did not pay out. Delinquencies that have to be followed by personal call are taken care of by the Barth service man on his regular calls. The dollar added to the list price has been sufficient to cover all collection expense and credit loss.

An "Export" Market Awaits Right at Home

The Chinese laundryman still follows the custom of his ancestors in marking your shirts, but in other ways he is being converted to modern ways of doing things. He is learning that the electric washer and ironer help him in his business.

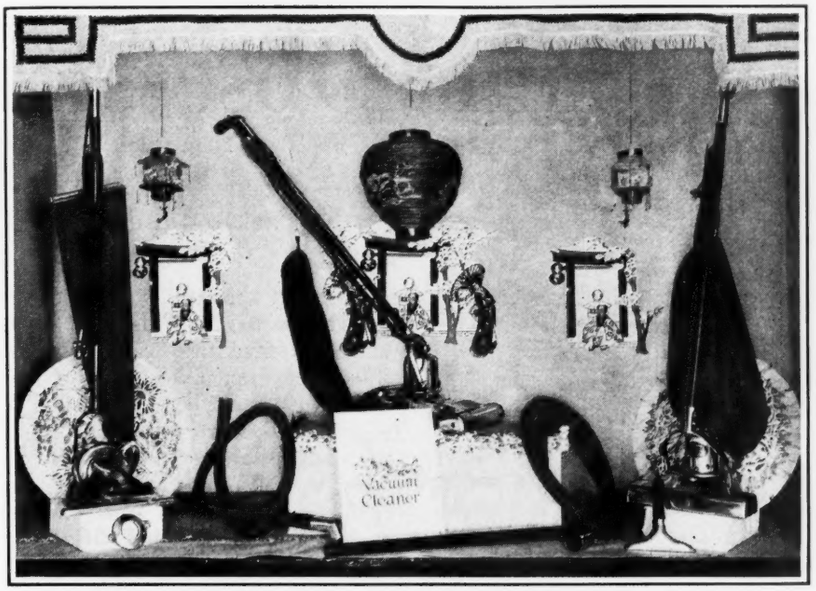
This field is well worth the cultivation of any appliance dealer. The Chinaman is clannish and suspicious, but when he has learned that one dealer gives him attention and service, he sticks to that dealer and brings him new customers from among his compatriots. One such sale well sold brings in many other sales.

By tactful, courteous and absolutely fair dealing with this trade, the Judson Burns Company, Philadelphia, for a number of years has enjoyed a large and profitable clientele among the Chinese laundrymen in the cities served by their stores. They have learned that the laundries get steady trade and in turn, payments for purchases are made regularly.

Hartford's Electrical Home Had Raised Outlets

All appliance outlets in the Hartford, Conn., Electrical League's electrical home were raised twelve inches above the floor line, for convenience in reaching. This eight-room house, which was exhibited recently, contained fifty outlets.

In handling the crowds, an electric piano proved a help. When a group had assembled in the living room, the piano was turned on for half a minute to attract attention. This gained the attendant began her lecture.



This photograph shows how the window described herewith will look when set up. It was designed by Robert O. Johnson, one of Chicago's most prominent window trim experts. Total costs for decorations are only $2. In addition, of course, there must be figured the time spent in the work. See accompanying diagram for the floor layout.

Vacuum Cleaner Display for June

Window Trim with Japanese Effect—Complete Decorations Cost Only $2—For Use This Month

By ROBERT O. JOHNSON

ALTHOUGH the most effective vacuum cleaner window requires the use of a living model making a demonstration, the window described in detail herewith has a pleasing theme which should sell many vacuums this month.

The decorations used are as follows: Two Japanese parasols, one pink and one blue, 24 in. in diameter, at 25 cents each; one large Japanese lantern, 25 cents; two small Japanese lanterns, at 15 cents each; one package Japanese runner paper, 25 cents; two packages light pink, at 15 cents each; one package white at 15 cents each; one package Nile green, at 15 cents, and one package apple blossoms border 5 in. wide and 10 ft. long, 10 cents—total, $2.

Trim the background first. Cut out the designs from the Japanese runner paper in advance. Select one large design and two small ones.

Hang the two small Japanese lanterns from the ceiling so they will be about 20 in. from the side wall and background and be high enough not to hide the two side pictures or designs. Put a candle flame bulb in each small lantern and a 25-watt lamp in the center lantern. Hang the large center lantern from the ceiling, in center from front to back of window, and about 36 in. from the floor or about one-third of the space down from the vallence. Connect the lamps in all three lanterns so they can be illuminated.

Cover the floor with pink crepe, instructions same as in preceding windows. On top of the pink paper lay a strip of Nile green, 20 in. wide and 8 ft. long. Ruffle the edges.

Boxes

Three boxes are used, one large wooden box, 32 in. x 21 in. x 11 in., and two flat boxes, each 11 in. x 9 in. x 4 in. Cover all boxes with white crepe. Lay a piece of pink crepe on top of large box same size as top. Place large box exactly in center from left to right with the front edge about 10 in. from the glass. Box to stand straight. Place the two flat boxes diagonally one on each side of the center box, the front corner of each box about 2½ in. from glass, and each box located about midway between end of large box and side wall.

Cut out the 5-in. apple blossom border paper and wrap around top edge of large box, beginning at back left corner, along the side, across the front and back to back right corner.

Place the parasols one in each rear corner, with parasol raised, the handle extending back toward the corner and the open top resting on the floor just behind each flat box.

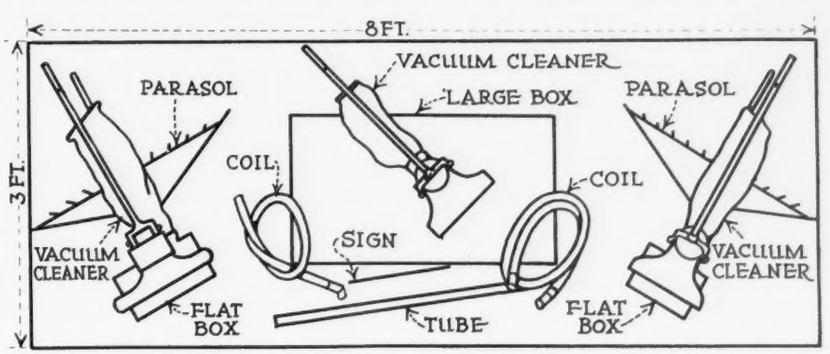
Merchandise

Three vacuum cleaners are to be used in this display of one make, or two or three, depending on what the dealer carries. Place one on each flat box with the handles upright and the cleaner bags hanging limp. Place another vacuum on the large center box diagonally with handle pointing in the direction of left hand corner of window.

Make two coils of tubing and lean one against each corner of large box. A section of metal tubing may be laid across the front diagonally, as shown in photograph. Place one cleaner attachment on the floor in front of one of the flat boxes, and another in front of the other.

Signs

Make one sign, 11 in. x 14 in., as shown in photograph. Have it read, "Take the work out of housework—the Vacuum Cleaner cleans all th home furnishings properly." If the dealer sells vacuum cleaners on time payments, cards stating the terms may be placed in the window.



Place the boxes, parasols, vacuum cleaners, and attachments in the window according to this diagram. Although the window display is designed for use in a space 8 ft. x 3 ft., the decorations may be adjusted to fit any normal-size window. For the general horizontal view, see photograph above.

Some Obsessions

A Bit of Plain Speech on the Packing and Cataloging of

The electrical jobber's entire office staff today is wrapped up in miles of red tape forced upon them by the cumbersome system of pricing now in use

By FRANK H. STEWART
President, Frank H. Stewart Electric Co.
Philadelphia, Pa.

There has been no lack in recent years of expressed opinion on the well-known issue of list prices versus net prices. The fact that the old system is entailing a vast volume of unnecessary work and expense is gradually becoming more generally recognized.

It is a matter for serious thought and discussion when one of the old-time distributors, one of the "elder statesmen" of the jobbing industry, makes this kind of an analysis and points out in detail the urgent need for a reformation of the prevailing method of pricing electrical supplies. Mr. Stewart shows how far the influence of list prices carries through the scheduling and cataloging of goods and the harm that it is causing.

Here is something that concerns the dealer and the manufacturer as well as the jobber, not only because they all share the added expense of distribution, but because in their own accounting they have the same unnecessary load to carry.

THERE was a time when there were no manufacturers' list prices and discounts on electrical supplies. Manufacturers sold them at net prices just the same as the corner grocery store sold its commodities. But about the year 1898, some well-meaning persons conceived the idea of setting up a system of schedules, standard packages, lists and discounts, etc., etc., as being desirable for the electrical industry.

The use of the structure then erected was discontinued several years later, but the impetus given to list prices and discounts has continued until today it has grown beyond endurance and represents an economic handicap that should be eliminated. Some even consider it a business curse.

It has come to such a pass that an inventor today feels that it is of far more importance to establish a correct list price on his invention than it is to pack it correctly. Instead of confining his efforts to the manufacture of his device he rants around consulting would-be oracles about standard package quantities, delivery points, rebates, lists, schedules, discounts, and by the time his innocent-looking electrical device is ready to be sold, there has been one more trouble inflicted on the electrical trade, to its great detriment.

Fallacy of List Prices

If the inventor or manufacturer happens to be a so-called national advertiser, of course he may pretend the necessity of a list price instead of a net price: there is a vast difference between a list price and a net price. Why in the name of common sense should a manufacturer say to a consumer that the price is one dollar list when every one knows that the idea of a list price is that it is subject to a discount?

This same manufacturer may say that his price to retailers is 40 per cent discount, and if he sells through jobbers, that their price is a discount of 40 and 10 per cent. Why the hocus pocus? Why should not the manufacturer who sells to jobbers, retailers and consumers as above, say that his prices are 54 cents, 60 cents and $1 respectively, and be done with it?

If the manufacturer caters to jobbers only, he should only be interested in fair trade practices and let the jobber set his own resale price, likewise the dealer. In this way, every one takes care of himself, as it should be.

A manufacturer naturally wants as many retailers as humanly possible to sell his goods. He may spend a fortune to create a consumer demand with beautiful color-print advertising of every character, and after things seem to be going well awakens to find that the dealer perhaps unconsciously has been choked to death because the manufacturer has advertised a price that does not suit all conditions.

Dealer education may exterminate if the economic foundation is wrong. The law of supply and demand and the survival of the fittest without fictitious supervision must always prevail.

Without list prices, discounts, standard packages, schedules, and free deliveries, there can be no maintenance of prices and no cutting of prices because there would be none to maintain and none to cut. Every trade purchaser would get the advantage or disadvantage of distance from the shipping point as compared with his competition.

EVERYONE knows that selling costs vary acording to the location of the store, kind of building, its equipment, its variety of stock, the wages paid employees, its advertising, shipping costs and a score of other things.

The customer should pay not only for the article he gets, but for the kind of service that goes with it. This is one of the reasons why some high-grade merchants do not care to sell nationally advertised items at advertised prices. They may be too low. On the other hand, some other merchants with low selling costs prefer to sell nationally advertised goods with advertised prices, because they can afford to sell them at less, and generally do so.

We thus frequently have this ludicrous situation caused by the target price. The merchant on the main street cannot afford to sell and

of the Electrical Business

Waste and Trouble Caused by Present Practices in the Pricing, Scheduling, Electrical Merchandise and Supplies—Price Lists and Their Afflictions

the merchant on the side street undersells and thus we notice that the Main street merchant often prefers to sell non-advertised goods of high quality because he cannot meet the competition of the side street or alley merchant who advertises nationally advertised articles.

This is what is probably happening every day, not only on electrical goods, but on many others. The thought on the part of the national advertiser of having the prospective buyer ask to see the article and inquire for the price is often forgotten.

What List Prices Do—

1. They help price-cutting.

2. They increase the necessary amount of office work.

3. They have different discounts—according to the quantity bought.

4. They increase the trials of jobber and dealer at inventory time.

5. They make necessary frequent changing and printing of catalogs.

6. They cause errors and delay in the payment of bills.

The Schedule Obsession

The manufacturer, who groups in a schedule a long list of articles of quick, medium and slow turn-over, gives a straight discount from a large number of list prices and gives a free delivery, invites his wide-awake competitor to pick out those good selling things on which he can make sales at a profit and punch holes in the schedule, to his own profit.

The manufacturer with such a schedule holds the bag for his wise competitor to take what he wants and absorb not only the growth but quite likely a part of former existing business.

Schedules with list prices are an ear-marked obsession that add to the unnecessary confusion of handling electrical supplies. The logic of a standard package quantity is supposed to be that it is an economical package to ship and handle as shelf goods. As a matter of fact, it is often a scheme arranged to designate a quantity that will be sold at a lower price than a smaller quantity. This obsession is regarded as applying almost exclusively to the electrical supply business. It seems that despite changed conditions standard package quantities are considered sacred by some even though the quantities do violate every principle of proper common sense merchandising. A standard package quantity that does not split fairly with the buyers' demand and the convenience of packing is an irritation to say the least.

Increases Work Necessary at Inventory Time

One of the incongruities now being eliminated is that a higher price is often asked from the buyer for a quantity consisting of say one hundred and sixty articles than for one hundred if that quantity happened to be a standard package. At inventory time the question of whether goods have been bought in broken or full standard packages is a problem that confronts every person who prices and figures the inventory. No individual has yet lived who can do it correctly without looking over every bill for goods that still remain on hand, providing they were bought in both broken and unbroken packages which is frequently done in the case of slow moving goods.

THE cost of selling electrical supplies has been tremendously increased by the obsession of the electrical industry concerning list prices, discounts, schedules, standard packages, etc. Now let us look at the real picture of what happens. A jobber buys his stock of goods from hundreds of manufacturers, and his incoming and outgoing bills number tens of thousands.

When the bills come in—if they are billed on a list price and discount basis, the jobber has to compare every list price, every discount on the bill, with the manufacturer's catalogs or lists to see if they are correct. Bear in mind that the manufacturer has already done this. It may be that no errors in either lists or discounts have been made, but as a matter of fact they often do happen. The cost of figuring is certainly great.

After the jobber has gotten in his stock he gets inquiries for prices. He probably continues the foolish practice of quoting list prices, discounts and standard package quantities. Generally the original inquiry has a lot of turkey foot marks made all over it by the jobber, indicating whether the list price is for one, a hundred or a thousand. It actually takes hours in some instances to perform this function to the List

The present process is first to scare the customer with a sky-high price and then confuse him with an elaborate discount. Does it help sell?

Price God. The innocent prospective buyer may get a half dozen such quotations and he has long ago become tremendously disgusted with it. His comparisons of lists, discounts, etc., and his figuring to find out which jobber has made the best offer, would try the patience of a saint and in all of this rigmarole there have been undoubtedly some serious mistakes of figuring.

Now let us assume that the dealer places his order. He then has the charge made against him on the jobber's books which necessarily repeats all of the foolishness and extra cost of doing business on a list and discount basis. The bill goes to the dealer and the cost of comparison and figuring is again repeated. When the dealer sells the goods to a consumer the whole fetish of the business may be repeated again.

Troubles at Inventory Time

Now let us not laugh or swear; but presume that there are a lot of concerns numbering hundreds, thousands or tens of thousands who have stocks of electrical goods on hand at inventory time. They all have to look up list prices, discounts, freights, checks and recheck for a possibility of at least three times as many errors as would be the case if cost prices only were used.

The average jobber will probably have five to fifteen thousand different kinds of items in stock regardless of the quantity of each, which would make a book of from two hundred to six hundred typewritten pages figuring twenty-five lines to the page. It takes one week to count an inventory and two months to figure it correctly.

The cost of figuring inventories alone not only is enormous but it is sometimes almost impossible to do so in time to meet the necessities of ordinary business requirements, such as tax reports. In the electrical business, it is a nuisance that affects practically every item that is on hand regardless of who has it or where it may be.

THERE is another "picture" would would seem to be a joke if it were not for its unsatisfactory aspect. Let us beat the tom-tom and call attention to it. Every jobber of electrical supplies worthy of the name is expected to produce a catalog. He starts in and his troubles are on his heels immediately and forever afterward, for the manufacturers of necessity are always changing their list prices. During the World War, in many cases the list prices were less than the selling prices. This is mentioned to show how ridiculous they may become.

Before any representative catalog of a jobber is off the printer's press some of the list prices have already changed despite great precautions to make them up to date. The poor jobber starts in to make up his errata sheets for his office and sales force, day by day, week by week and year by year; he has to fight and tussle with changed list prices as well as discounts; expensive mistakes happen all down the line. His catalog which was intended to be a credit to his business has become unhandy, impractical and expensive and he is disappointed and sore at heart. If he has bull-dog tenacity he gets out another and so on until the final end.

Catalog expense is vastly increased by the waste and haste of keeping up to date and continually changing list prices set in hard cold metal. It will be impossible to accomplish the undoubted economies that would result from some reasonable standardization in the electrical catalog printing industry as long as the printer, the manufacturer and the distributors have to contend with the meaningless list price obsession.

If it were not for list prices a catalog would last much longer and the production cost would be a great deal less, which would be an inducement for some jobbers to get them up more often.

Factory list prices may save the manufacturers a little money now and then if they are perfected to suit all conditions, but by the time they are handled and rehandled many times the extra expense of the jobber, retailer and consumer offsets several times the pretended saving to the manufacturer. Business logic today freely admits that the cost of distribution must be paid by the consumer. If this be true, list prices and discounts certainly increase the eventual selling costs to all concerned and should in most cases be discontinued.

Advertised Prices Help Price-Cutters

The manufacturer chokes his own dealer trade by advertising a price which is not suitable to all conditions.

Selling costs vary according to location, building, equipment, wages, etc.

The high-grade merchant, then, may find the advertised price too low.

And the other fellow will like it because he can undersell—his costs are lower.

Consider the checker, how he checks—the manufacturer's invoice, the quotations, the catalog, the discount sheet, the bill to the customer—always juggling with percentages ad infinitum

Goods Are Not Priced by Proper Units

After giving the matter considerable thought I am convinced that the abolition of list prices and discounts would be the means of eliminating costly mistakes of figuring, remove countless irritations, and save hundreds of thousands of dollars' worth of time now mostly, if not entirely, wasted, and this benefit would come to all branches of the industry.

Contributing further confusion to the situation is also the present practice in arranging quantities to har-

monize with demand. Many things in the electrical business are priced by the dozen that should be priced each or by the hundred. Other things are priced by the yard that should be priced by the foot, others are priced by the hundred and only sold singly or at least in trifling quantities. Still others are priced by the thousand that should be priced by the hundred. Some things sold by weight should be sold by footage and so on! It is not sensible to price goods by the dozen, hundred or thousand when the preponderance of sales is for a smaller quantity, or to sell by quantity when it would be easier to use some other measure.

Bad Pricing Causes Errors

The confusion caused by mixing items that are priced by the hundred on the same bill with those priced by the thousand cause decimal mistakes which are the most important of all errors on electrical material bills. However probably one-third as many errors happen by confusing the thousand lot price with the hundred lot price as in figuring lists and discounts. For the sole and important object of economy therefore, including elimination of errors, the present method of billing should be clarified and simplified not only for the benefit of the trade, but for the public itself.

No list of the obsessions of the electrical industry in these matters of the accounting side of selling would be complete, however, without a word about the great variety of cash discounts. This would seem to be a simple thing to guide and control.

Cash Discounts Variety

The fact remains however, that this condition is a great promoter of expense, arguments and dissatisfaction. The tremendous variety of cash discounts in use at present reminds one of the days when every manufacturer of electric conduit used a special thread on the ends and every manufacturer of fuses a different size. The jobber frequently sends out bills on which five different cash discounts apply because he blindly follows his intuition and gives the same cash discounts as the manufacturers from whom he buys or with whom he competes. It is obvious that this makes confusion and leads to errors and waste of time.

The office force of an electrical supply house doing an annual business of several hundred thousands or a few millions of dollars' worth of business looks like that of an international banking concern or the freight traffic department of a steam railroad. The size of its office force may even exceed that to be found in its outside and inside sales, shipping and receiving departments. This together with the variety and multitude of modern labor saving machinery and equipment commonly in use makes a stranger gasp the first time he sees it. He is awed by the paraphernalia he sees in every direction that must be used to figure lists, discounts, fractions, percentages, decimals and other things that harass the electrical industry.

It takes more mental stress and wear and tear in pads and pencils to quote prices on electrical goods than to write a popular novel or make out an income tax return

Other Lines Dropped Lists and Discounts Long Ago

The clerical force cost of the electrical business is probably greater for each thousand dollars' worth of volume than that of any other business on the face of the earth. One reason alone is that it requires the brainiest and best schooled of help to do the job well.

An investigation by the electrical industry and a comparison of its billing costs, with other lines of merchandise, taking into consideration the number of bills and items together with the amounts in dollars and cents, would undoubtedly prove startling; especially if the cost and depreciation of office equipment were considered.

Such well-known lines as wholesale notions and other old-established businesses dropped lists and discounts about the time the electrical industry was created.

Why must we continue to carry this load along? It lies within the power of electrical men to look these facts in the face and put a stop to some of this waste of time and money.

Why an Electrical Department Failed

A middle-western department store put in an electrical goods department not so very long ago, but the department proved to be a "flop."

The reasons for the failure of this electrical department might be a warning to the man who manages a strictly electrical store. The reasons are as follows:

Poor selection of goods. The goods in the electrical department were not of the same class expected by the store's regular patrons. The goods didn't sell, and those that were sold did not give the customers complete satisfaction.

Poor arrangement of stock. There wasn't any arrangement of the goods in the department. They were piled "helter skelter" on the tables and shelves, and had a confused, congested look which made them appear exceedingly unattractive.

No real enthusiasm. No one seemed to care much whether or not the department was a success. To make an electrical department, as an electrical store, a success, there must be energetic pushing by some enthusiastic executive who knows electrical goods and has a real and deep liking for them.

Lack of real knowledge of electrical goods. One of the big reasons why this particular store has made such a big success in selling women's wear and other goods is that the executives had a thorough knowledge of these goods. However, no one in the store knew very much about electrical goods and the store did not care to go to the expense of hiring a manager for the department who really knew the goods.

So it's not surprising, is it, that the department made such a decided "flop"? Goods must be sold right!

The Portland Electric Company, Portland, Oregon, has a very efficient card system to control and organize its salesmen's activities. The salesmen take turns at remaining in the salesroom—and make advantageous use of this time by arranging appointments with prospects who would like to see the company's stock and how a range will operate when installed.

Keeping Track of the Sales Force in the Field

The Card System Used by the Portland, Ore., Electric Company—How It Systematizes the Activities of the Salesmen—Complete Record and Information Kept on Two Cards

THOSE handling the heavier type of electric appliances, most of which require the services of field salesmen are united in the opinion that this type of campaign can be successful only if the field organization is carefully worked out. The prospect list and territory must be thoughtfully analyzed, salesmen's activities and methods watched and supervised, and enthusiasm kept at its peak at all times.

During the past year, the Portland Electric Company has devoted considerable energy to the sale of electric ranges and has kept several salesmen in the field on this equipment at all times. The organization of this field force has been planned in detail under H. A. Joslin, range sales supervisor, with most satisfactory results in the smooth running of the department and in the volume of sales recorded.

Salesmen are paid on a straight commission basis, without salary. They are, however, allowed a drawing account of $100, in return for which they must sell $1,000 worth of equipment. As a matter of practice they usually average quite high in their commissions, one salesman reaching the figure of $1,300 in one week's time. An active rivalry is maintained by means of a record of sales which is chalked up on a blackboard in the sales room. This information is placed where it can be seen by all salesmen, adjacent to the headquarters office.

Discuss Methods and Experiences at Weekly Meetings

For the sake of privacy and in order that the public may not be admitted into the mechanism of the sale, the information is given in a simple code. Meetings are held on Monday mornings in the salesroom, at which experiences are exchanged and problems talked over. Any tendency to lag behind would be caught up at these meetings, as well as passing on especially effective methods for use by the rest of the force. The standing of the entire organization as regards its bogie for the year is noted, and plans made for special efforts if these are required.

A card system for handling prospects insures that each salesman shall put in his day to the best advantage and that all prospects shall receive prompt attention. Whenever a prospect is secured, whether through the salesmen themselves or otherwise, the data is recorded on a card and handed in to the main office. The salesman first handing in the name and making the first call on the prospect is allowed to claim that name as his and no matter who makes the sale at a later date, the credit goes to the man who initiated the sale. In addition, each man is given an assigned territory and all prospects coming into the office from neutral sources are assigned to salesmen on the basis of their location.

The original data secured consists of name, address, extent of interest, probable purchase date, date of call and results and any other information which is pertinent. The office now fills out a permanent card for

this prospect, called a "Sales Analysis Control Card," which is of the exact size to fit into a visible file system. This gives all the requisite information at the top, including source of prospect, and also has a series of spaces for records of the salesmen's calls made. In particular, any information as to when the next call is to be made is noted. At the foot of the card, provision is made for folding back a margin which is marked with the days of the month. Different colors are used for the months and this is clipped with the appropriate colored tab at the date when the next call should be made. It is thus possible to run down through the visible file, picking out each day those prospects upon whom calls should be made.

At the time the original card is made out, a smaller one is also prepared for the salesman. This contains all the history of the case, the first call being reported in detail on the back, and subsequent calls in the allotted space on the face of the card. In addition, each salesman is given a particular color, which is marked in the left hand corner, so that it is obvious at a glance that the card belongs to him.

Keeping the Records Up to Date

This smaller card when not in the possession of the salesman is kept filed with the other card, being inserted within the folded margin of the larger card. A hole punched in this, with a black spot on the card behind which shows up when the smaller card is withdrawn shows plainly what cards are out. In addition a series of letters on the smaller card may be placed so that they show through the punched hole, indicating just the nature of the prospect, whether good, fair or poor. Each salesman has a color of his own and this is marked in the left hand corner of the card.

In opening up the visible file therefore, it is possible to see at once what good prospects are available, when they should be called on, which salesmen they belong to, and which ones he is now following up.

The file is in charge of a young woman in the office whose duty it is to see that the cards are kept up to date and the prospects which should be called for each day are selected from the file. The salesmen's cards are withdrawn from the control cards in these cases and distributed according to the salesmen to whom they belong in a pigeonhole file. The salesmen find the cards in their own box each morning and take them with them to make their calls. The data acquired during the day is entered on the card and returned to the office. This additional information is now entered on the control card and, if no sale is made, the card returned to its place.

> ***The Sales Analysis Control Card Shows***
>
> **Prospect's name and address.**
>
> **Extent of prospect's interest, and probable purchase date.**
>
> **Dates of salesmen's calls. Results.**
>
> **Dates for future calls.**
>
> **Cases ready for follow-up (by means of color tabs).**

If a sale is made, the control card is withdrawn and all details entered on its back as to type of equipment sold, sale number, price, terms, when delivered, by whom installed, and so on. This, then, is transferred to the permanent files and serves as a record for any future correspondence in regard to the range.

"All Times Are Good Times to Make Sales"

The salesmen take turns remaining in the salesroom to care for prospects who come in to make inquiries at the head office. Fewer sales are made in this way, of course, but on the other hand, he can make appointments with his own prospects during this time and often also has the opportunity of getting some new names.

All times are good times to make sales, is the motto of the office and no allowance is made for Monday morning's slow market, nor Saturday afternoon's alleged depression. The result is an enviable record of commissions for the salesmen and of sales for the company.

Electric Club Sends Out Home Lighting Essay

The Kansas City Electric Club, Kansas City, Mo., recently mailed to 320 architects, builders, construction companies, general contractors and real estate firms the following letter:

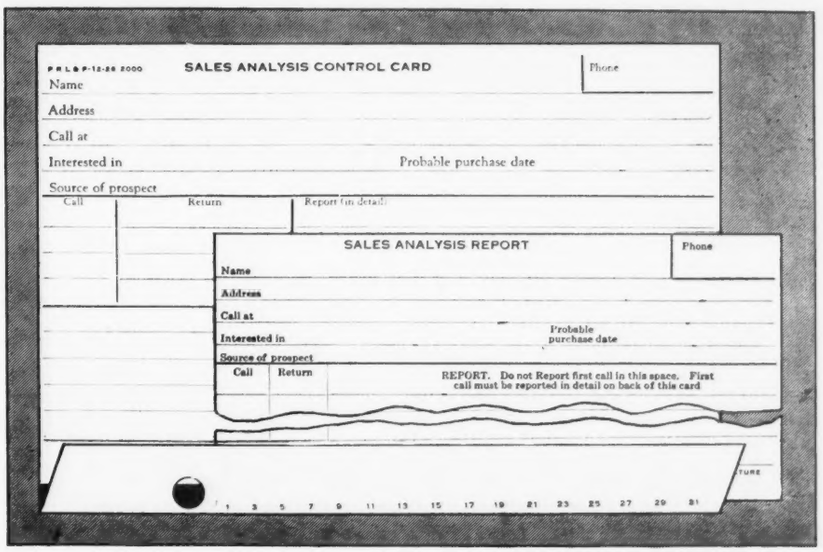
Last month we sent you a copy of the essay that won the first grand prize of $200 cash in the Greater Kansas City part of the International Better Home Lighting Contest.

This month we are sending you, by means of the enclosed circular, a copy of the essay that won the $15,000 model electric home, which was the first grand international prize and which will be built upon a lot provided by Miss Julia Groo, the winner.

Her $15,000 essay is worth studying by every one of us connected in any way with "homes," be he architect, builder, realtor or real estate salesman, because of the skillful manner in which she points out the essentials of better home lighting and the way she applies them to each room of the home.

Better home lighting means not only more convenience and happiness for our families, but better eyesight and health; therefore, don't you think the subject is one worthy of some thought and application? Won't your clients appreciate your giving them some tangible ideas on the subject?

Just read her essay and notice how cleverly she points out the three prime requisites of better home lighting, which are: enough light, properly shaded, and placed where it is needed.



These two cards, kept in a visible file, with colored tabs to mark the day when the next call is to be made and with colored corners to designate the salesman handling the case, serve to keep the salesmen busy and the prospect list active.

Cost, Cost, Cost—Real Cost!

Doing Away with the Public Use of the Term "Overhead"—Eliminating the Green Sheets, Blue Sheets and Pink Sheets, and Using Your Grey Matter Only

By CHARLES L. EIDLITZ

SO CONTINUOUS and persistent have been the inquiries coming to the New York Electrical Board of Trade for the last year or more as to: "What is a fair and reasonable cost of electrical construction work, and—What is a fair charge for labor, etc.," and so numerous have been the arbitrations along this line, but so varied have been the explanations of the different contractors involved as to *how* they charged their business expense or "overhead," that it has seemed absolutely necessary to establish some facts or figures as a basis to be used both for advising our inquirers,—architects, owners, general contractors and the public generally,—and to serve as a precedent for governing our own arbitrations and getting down to an admitted cost. Hence it finally occurred to me that if it were possible to establish a reasonable average figure for the "overhead" for an electrical contracting business and if it developed that such an overhead could be applied to any volume of business as a unit of cost,—that is, be the same for all,—not only would it aid us, in our arbitrations but the electrical contractors themselves would be in a position to stop talking to their customers about their "overhead."

For as a matter of fact, it never did seem that "overhead" had anything to do with the buyer. Certainly the only interest the buyer could possibly have in the affairs of the contractor was in what the latter's cost or profit might be.

Following this thought therefore, I sent out a questionnaire to several hundred local electrical contractors asking them to tell me what they charged per hour for labor where no agreement in advance had been made, and when I saw these returns I realized why I was being asked the question so often by the public.

Figures Genuine and to Reflect Actual Practice

The questionnaires had stated that I did not want those contributing to sign them or in any way to tell me whose return was whose, so long as they were genuine figures and reflected actual practice.

Below are given the returns. For union-shop contractors, recollect if you please, that the established payment rate at this time for a Journeyman was $1.31½ per hour, and for a Helper, $0.87½ per hour. The reports of hourly charges made for Journeymen's services ran as follows:

1	@	$2.65	per hour
1	@	2.35	per hour
5	@	2.25	per hour
3	@	2.20	per hour
1	@	2.15	per hour
2	@	2.10	per hour
26	@	2.00	per hour
1	@	1.95	per hour
5	@	1.90	per hour
1	@	1.87½	per hour
2	@	1.85	per hour
1	@	1.80	per hour
3	@	1.75	per hour
1	@	1.58	per hour

Fancy an architect, engineer or owner, dealing with these men and finding each one charging a different hourly price for labor, yet knowing that all were compelled by union agreement to pay $1.31½ per hour.

The charges for Helper's services showed up as follows:

1	@	$1.80	per hour
1	@	1.70	per hour
3	@	1.50	per hour
2	@	1.40	per hour
5	@	1.30	per hour
23	@	1.25	per hour
2	@	1.20	per hour
2	@	1.15	per hour
1	@	1.12½	per hour
2	@	1.10	per hour
1	@	1.07	per hour
1	@	1.00	per hour

Yet every one of these contractors reporting paid his helpers 87½c. an hour.

What can an architect or general contractor think when he receives a bill from one contractor for Journeymen at $2.65 per hour and Helpers at $1.80, and a day or two later in dealing with some other concern he finds them billing him:

Journeyman .....$2.00 per hour
Helper ..... 1.25 per hour

and then before he has time to check either set of bills the third man comes in with his:

Journeyman .....$1.58 per hour
Helper ..... 1.00 per hour

Yet all the time, mind you, this architect knows that these three concerns pay their men $1.31½ and $.87½ per hour! What does he conclude? And so he telephones the Electrical Board of Trade and asks which of these is right, and what can we tell him? Let me ask my reader right here—what would you tell him?

When all our returns were in I found twenty-six men whose re-

What It Should Cost to Operate an Electrical Contracting Business

If Your Annual Volume of Business Is	Your Labor Payroll Should Run About	Your Overhead Should Not Exceed	The Salary Paid to the Responsible Man Should Be	And the Net Profit to the Owners of the Business Should Be
$25,000	$9,200	$4,000	$2,000	$2,500
50,000	18,400	8,000	4,000	5,000
100,000	36,800	16,000	6,000	10,000
200,000	75,600	32,000	12,000	20,000
300,000	112,400	48,000	18,000	30,000

turns agreed on a price for journeymen, namely, $2 per hour, and there were twenty-three who agreed on charging for a helper at $1.25 per hour. By adding all returns, however, and averaging them, I arrived at the following which I decided would govern me in my advice:

Charge to customer for Journeyman, $2.03 per hour.
Charge to customer for Helper, $1.28 per hour.

My non-union returns were "all over the map" just as were the rates of charging by the union-shop contractors. But there was some excuse for the latter because these concerns are not obligated to pay the same wages and this might account for the variation, but as a matter of fact I know that that is not the reason. The non-union contractors' reason is just the same as that of the other fellow—lack of knowledge of what's what. But here is the non-union average as I worked it out:

Charge to customer for Journeyman, $1.61½ per hour.
Charge to customer for Helper, $.99 per hour.

Investigation showed that each man had a different idea of what he called his overhead and each one charged a different profit on material, but the outstanding thought that I absorbed after talking to any number was—"that they hoped it would come out all right in the end."

Questionnaires Sent Out for Payroll and Overhead

And so I sent out another questionnaire again stipulating that it should be anonymous but genuine. In this I called for a complete return of—First—all "labor payroll" on jobs for the year 1924 in dollars, Second—all "overhead" for the year in dollars.

These returns were even more startling than the previous items. The smallest business return made to me showed:

Labor, ...$8,918 Overhead, ...$9,646

And the largest was:

Labor, .$320,661 Overhead, .$132,052

In between these I had any number of variations and then I started a detailed investigation. Now it would seem as though the fact that the first case was a very small concern, was the obvious reason for its overhead being so high in proportion to its labor payroll, but this was not borne out by many other figures received, for I had small volumes that worked out very close to the very large ones.

I took all the different-sized payrolls and I found that they ranged from 26.6 per cent as the lowest to 134 per cent as the highest. I had many others that ran in varying percentages, 75 per cent, 60 per cent, 40 per cent, etc., and many in between.

By grouping all the returns in classes and taking an average of each class it developed:

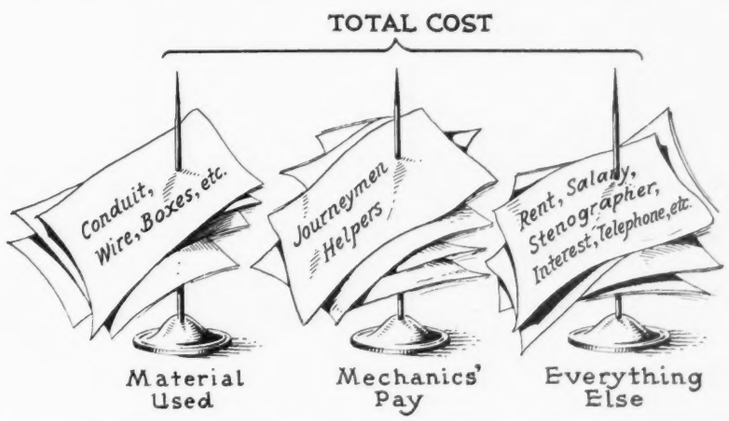
Labor payroll under $25,000 per year, 52.6 per cent.
Labor payroll over $25,000 and under $50,000 per year, 56 per cent.
Labor payroll over $25,000 and under $100,000 per year, 49.2 per cent.
Labor payroll over $100,000 per year, 33 per cent.

Then I averaged them again—all that I had to start with, plus others received at a later date—and because there were many small volumes that showed up just like the large ones and vice versa, I concluded that if I averaged and then checked the average with individual concerns, it would bring out just where the discrepancy really was, and so when this was done I presented to a meeting of one hundred contractors, charts, and what I claimed was proof, that if a contractor was running his business properly and economically and drawing as his own salary an amount that was reasonable and in proportion to the volume and success of his business, then his overhead should be 43.3 per cent of his actual "productive labor" payroll and that overhead should not be charged on materials, but only on productive labor, materials going in at actual cost.

In inviting these men to come and hear this discussion I asked them to bring with them for their own use only (and not to be given to me), a statement of their 1924 business, showing Total labor payroll, Total overhead, Total materials purchased, Total business billed. This, many of them did. My statements at first brought forth contentions that my figures did not represent true conditions and that my percentage was entirely too low and that a contractor could not do business on such a basis, but as those men compared their own records, the opposition began to break down—slowly at first and then as the arguments continued, the break-down speeded up rapidly.

Gathering of 250 Checked "43.3 per Cent" With Own Figures

An adjourned meeting was held two weeks later at which 250 contractors attended. In the meantime they were all going over their records and getting their ammunition ready to prove that my 43.3 per cent was entirely too low. This, however, just as I expected, fizzled completely at the second meeting, and the only opposition came from two or three men who contended that while the theory of charging overhead against productive labor only and not upon materials was undoubtedly correct, though revolu-



This sketch shows a simple method of totalling up the cost of running an electrical contracting business. By this method, the real cost of a job and the overhead can be seen at a glance. Every item of cost or expense should be accounted for in these files. The "everything else" file can properly be termed the overhead file.

Author's Note

The Editors seemed so keen to get this message over to their readers that I have had to pass up the "paragraphic punches" for this issue, and so my nice little batch of paragraphs which were all ready to take the air must wait. All of which goes to show you that you just never can tell what you really are going to do next in this electrical business.

C. L. Eidlitz.

tionary in the contracting business, and contrary to the preachings of the last ten years—still the plan to assume one percentage for all sizes of business would not be equitable and they felt that several groups of varying percentage should be established, based somewhat on the groupings shown in the chart. This, to my mind an unnecessary requirement, would, I felt, defeat the very point to be gained. Notwithstanding these objections, it was practically the unanimous view of the several hundred contractors that the final deduction which was shown, i.e., that journeyman labor actual cost to the contractor was $1.88 per hour and helper labor $1.25 per hour, and that the difference between these rates and those actually paid returned to the contractor his payroll money and overhead expense, and that the use of the term *"overhead"* was *for the consumption of his own office only,* and should not be used at all in charging his customer or submitting prices. The *real cost* was what the consumer was interested in and that with proper economy in salary and all expenses *real cost* based on productive labor was the same for all whether large, small or medium-sized business.

In order to express clearly just how these terms of business divide without elaborate accounting systems, the sketch accompanying is a copy of the chart which was used in the discussion.

Based on this method a bill would look this way—(Recollect that the actual wages paid the mechanics in this case is $100):

Material at cost	$100.00
Labor at cost	143.30
	$243.00
Profit	?
Total	—

Compare the simplicity of this with the plan of billing overhead and liability insurance separately and then trying to explain why. If the method now proposed could be carried out generally, much of the controversy which is continually arising would be avoided. A fair comparison could be made by the public and the continued and continuous howl and complaint about "differentials" and "discounts to the trade" and what the jobber was or was not doing to the contractor would be entirely eliminated.

Overhead 16 per Cent of Total Volume

All of these figures refer to the contracting or construction business and the question of merchandise sales played no part in the discussion. If a man operates both a contracting and a dealer business he must, on paper at least, absolutely divorce them; they are entirely dissimilar and their success problems are absolutely different.

Now as a check-up based on the figures I received—here is a simple method of determining what is a reasonable overhead for a business. The volume of business billed for year, multiplied by 16 per cent, gives the reasonable total overhead for that volume. Example:

$100,000 business × 16 per cent = $16,000

which is the fair and reasonable overhead for the entire business year.

The arguments advanced against fixing one definite percentage for all business can easily be answered when one considers that the stock broker has not only his overhead but his profit as well, contained in his fixed percentage charge. The same applies to the real-estate agent, the public utility, the railroad company and many others.

What Is a Fair Salary for the Boss

Then came the question of reasonable salary. Salaries of insurance company heads, railroad executives, etc., must be justified today, where formerly these folks drew down and charged against business expense, amounts that even now in these days of extravagance would be considered without rhyme or reason. So, in determining what is a reasonable salary in the electrical construction business I have consulted a great many men and gone over many records, and when I am asked what is the correct salary figure I use the following. You might properly ask where do I get off to fix salaries. Well someone has to do it, so why not let me take the responsibility?

Assuming a successful business, and one that is earning a proper return for its size:

Volume vs. Salary

Volume $25,000 should pay $2,000 per year to the man responsible.

Volume $50,000 should pay $4,000 per year to the man responsible.

Volume $100,000 should pay $6,000 per year to the man responsible.

Volume $200,000 should pay $12,000 per year to the man responsible.

Volume $300,000 should pay $18,000 per year to the man responsible.

Beyond 18,000 I think it should be a question of profits entirely, although a still larger business might carry a $25,000 or $30,000 salary, without in any way affecting the percentage which I have established on productive labor.

The thing that seemed to bother the small contractor was that he could not see how he could get along on the small salary which I considered proper. He need not do so. If he is making profits there is nothing to prevent him drawing these at any time. I am expecting argument, but I have the proof that only *productive labor should carry the burden of the business and that materials should be charged at actual cost plus* the agreed profit.

Ratio of Total Overhead to Total Payroll

for Contracting Businesses Small and Large

	Labor Payroll	Overhead	Ratio per Cent
1	$8,918	$9,646	108.0
2	11,684	6,548	56.7
3	16,157	9,667	70.0
4	18,731	6,844	36.6
5	19,945	5,546	27.0
6	21,245	10,790	50.0
7	24,236	15,061	62.5
Average for Nos. 1 to 7			52.6
8	$26,230	$20,220	77.0
9	35,174	16,409	46.7
10	39,472	18,412	49.0
11	42,707	17,156	40.5
12	47,370	35,924	75.8
Average for Nos. 8 to 12			56.0
13	$55,385	$74,367	134.0
14	55,744	34,020	61.0
15	61,896	38,376	62.0
16	$65,000	$23,000	35.0
17	66,000	26,850	40.0
18	75,159	25,381	33.5
19	76,684	39,460	51.3
20	82,127	46,000	56.0
21	87,749	11,357	12.8
22	90,030	46,701	51.8
23	90,692	32,020	35.3
Average for Nos. 13 to 23			49.0
24	$102,493	$31,000	30.4
25	130,492	33,892	26.0
26	142,300	43,500	30.6
27	168,537	47,238	28.0
28	170,327	33,877	20.0
29	185,000	90,000	48.8
30	190,921	54,886	28.0
31	320,661	132,052	41.0
Average for Nos. 24 to 31			33.0
Grand average for above 31 businesses reporting			40.5

Bettering Trade Conditions by Helping Competitors

The Los Angeles Association of Electrical Contractors and Dealers Uses Educative Methods to Improve Local Contracting Situation

COMPETITION may be "the life of trade," when both parties to the competition understand that the contest is one of efficiency and service, and not merely a question of price cutting. But when one of the competitors is sufficiently unwise to insist upon "getting the business" even if he has to carry out his contracts at a loss, it is little consolation to know that thereby he is committing business suicide,—for the death of his more legitimate opponent may precede, or shortly follow, his own.

With something of this in mind, the electrical contractors of Los Angeles, Cal., have set about improving business conditions in that part of the country by bettering the business of their competitors. They argue that if the so-called "curbstoner" can be persuaded to *make a profit* out of his business, that fact will not only rebound to his benefit, but to their own.

Conditions Bad in Spite of Licensing Law

The condition in the electrical contracting field in the southern section of California was not any worse than elsewhere in the country—in fact, in many respects it may be said to have been better. A licensing law which had recently gone into effect and which demanded an educational qualification or, rather, an examination for the securing of a license, had automatically reduced the numbers of contractors in the field, from 1,000, within the city of Los Angeles, to about 500. Even of these, many were inactive and it was estimated that not more than 376 men were actively engaged in the electrical contracting business.

Nevertheless, in spite of the fact that the most capable and intelligent contractors may be presumed to have been the survivors, many undesirable conditions still existed. For example, one man with contracting experience, although now in another field of the electrical business, advertised for bids for the wiring of his own property. He estimated that the materials and labor alone would cost him in the neighborhood of $500, were he to carry out the job himself. One of the bids he received for the work offered to complete the job for $300!

A survey of the local field indicated that an undue proportion of the work was going to such electrical contractors who resorted to price-cutting methods and that both the public and the industry was suffering thereby.

Los Angeles Contractors Are Teaching Costs by

1. Dividing city into districts.

2. Holding meetings.

3. Discussing contractors' problems.

4. Explaining meaning of overhead.

5. Describing estimating errors.

In place of a campaign directed to the public in an endeavor to convince them of the wisdom of dealing through more legitimate electrical business channels, it was determined to conduct the campaign rather among the ranks of unregenerate contractors themselves. For this purpose, the city was divided into ten districts and meetings were held in each under the auspices of the Los Angeles Electrical Contractors and Dealers' Association and the California Electrical Co-operative Campaign. Invitations were sent to every contractor located in that district who possessed a license, the number averaging in each case about forty. These men were invited to attend meetings held in the electrical stores situated conveniently in some central location. Out of curiosity, perhaps, many of them attended the first meeting of the group.

Here they found no accusation brought against them and no preaching against their particular methods of conducting business. But one of the representative contractors gave a talk on the cost of wiring for various types of outlets, with diagrams and illustrations so simple that no one could fail to follow. Next a representative of the California Electrical Co-operative Campaign talked on overhead and the proper method of figuring it. The "outsiders" promptly became interested. They contended, some of them, that they could put in outlets for less—at least, they hoped they could, because they were charging less for them. In the discussion that followed some of these contractors learned for the first time that an allowance should be made for the interest on the capital invested in their businesses; also that they, as well as their sons, were entitled to figure in a salary. The discussion of "overhead" was often pathetic in its revelations of ignorance of simple business principles. But they were interested—and they asked questions.

Following Up the Absentees

At the close of the meeting a roll call was held and the names of those who had failed to attend were brought up for discussion. If anyone knew the individual whose name was under discussion, that friend was asked to call on the absentee personally and to see that he attended the next meeting. If the man cited was unknown, some one in the neighborhood volunteered to drop in, make the gentleman's acquaintance and bring him next time. In this way the attendance was gradually built up, until almost 100 per cent of the men in the contracting field in Los Angeles may be said to have attended at least one of the meetings.

The gatherings are held in each of the ten districts every two weeks. A captain of that district from the Contractors' and Dealers' Association has charge of getting a proper attendance and of providing programs. Talks are passed around from one district to another, covering such practical subjects as estimating, billing, the handling of labor and the like; all told in simple language by a man who speaks from his own experience—and they are followed in each case by questions and discussions which bring out the particular needs of the audience.

Amendments and Wiring Requirements of the 1925 Code

An Interpretation of the Changes Just Authorized in the National Electrical Code by the Electrical Committee, National Fire Protection Association

By Victor H. Tousley

Member Electrical Committee, N. F. P. A.
Chief Electrical Inspector, City of Chicago

IN THE 1925 edition of the National Electrical Code soon to be issued, there appear a number of variations from the 1923 code. Many of the revisions are simply improvements in wording or rearrangements of rules to make their meaning clearer with no change in the intent or requirement of the rule. Other revisions are, however, quite important and a brief description of some of these changes in requirements will be given in this article.

In Rule 206 on "General Plan of Investigation." entirely new sections have been added to cover the identification of terminals of devices. The purpose of these additional rules is to provide standard requirements for the identification of those terminals of devices to be connected to the grounded conductor of the circuit.

The promulgation of this rule is another step in the plan of identifying throughout the system the grounded conductor, which plan was started with the requirement of a "marked" or "identified" wire. The requirements of this rule, which is of particular importance to the manufacturers of devices, are to become effective April 1st, 1926.

In 402, a new section has been added which provides that underground services from overhead supply wires shall be lead-covered and shall be protected where they run up the pole for a distance of at least eight feet from the ground. This construction has not heretofore been covered by a Code rule.

In 404, a new section "e" has been added to cover the service-entrance protection of high potential and extra-high potential systems. Heretofore this subject has been partially covered by Article 50 but the new rule, which is a great improvement, is logically placed and states, in a complete and clear manner, the requirements and optional provisions of service entrance equipment for the now quite common higher potentials. The rule itself appears in the latter part of this article under the heading "Section 5009."

Service Entry Equipment

There are some important changes in 405 on "Service Equipment, Within Building." A new paragraph "a" reads: "In this section the word 'switch' shall be construed as including a circuit breaker that is capable of manual operation." This new rule is effective in two ways. Previously it was necessary to assume that a circuit-breaker could be classed as a switch as the rule referred to "switches" only, while as a matter of fact, circuit breakers were quite commonly used as service switches. Taken in connection with new rule 405 j which reads: "An overload automatic circuit breaker may be used in place of both service switch and fuse *and when not subject to competent supervision shall be of a type specially approved for service conditions*," it will be noted that the way is paved for the consideration by the Laboratories and the Electrical Committee of automatic circuit breakers in place of fuses for the ordinary service entrance switch.

A demand on the part of utility companies for a means by which the consumer can quickly and readily restore service on sealed service-entrance switches, and the appearance on the market of several circuit-breaking devices intended for this purpose, has induced the Electrical Committee to so revise the rules that these devices may be accepted if found suitable, safe and reliable for the purpose.

Rule 405 b as it appeared in the 1923 edition has been clarified and extended into two paragraphs (c and d) in the 1925 code. In the new arrangement the uncertain language of the old rule has been omitted and the new rule 405 d 2 reads: "Where the switch and fuses are mounted in an approved cabinet having no live parts or wiring exposed and capable of being sealed or locked, the switch blade may be omitted in any grounded conductor if other means are provided within the cabinet for disconnecting such conductor." The wording of the new rule specifically permits, under the conditions stated, the omission of the neutral switch blade in all capacities of enclosed, outside operated switches, whether such switches are combined with meters or not.

New rule 405 l provides that for groups of buildings fed from one service or generating plant, a service switch shall not be required in the building served if the feed to that building is switched at the center of distribution.

Number of Conductors in Same Conduit

Rule 503 l has been revised to include with stage pockets and border circuits, "flasher circuits, carriage calls and elevator-control wires." It is not necessary, in the instance cited, to obtain special permission to place a number of wires in conduit.

Rule 504 j is intended to provide for the new systems of metal raceways which are substituted for the usual baseboard or chair rail and are designed to afford a convenient means of providing the necessary outlets for both light and signal wires in office and similar buildings.

In a reading of the new code the old rule, 601 b, covering "marked" or identified wires will be found missing from its former location. The rule has not, however, been eliminated but simply moved to a new location in 602 g under its proper heading of "Rubber-Covered Wire."

Flexible Cords,—Insulation and Markers

Under section 603 c, covering flexible cords, will be found a new note of far reaching importance. This note reads: "Exceptions: For Types PA, P and PWP with conductors of No. 18 gauge, the rubber insulation may be $\frac{1}{64}$ in. in thickness." The import of this change is to permit the use of armored reinforced cord, ordinary reinforced cord and weatherproof reinforced cord with a minimum insulation of $\frac{1}{64}$ in. of rubber on each conductor in lieu of the $\frac{3}{32}$-in. rubber insulation required by the old code. This change will give approval to the use of cords of considerably smaller dimensions than were required by the previous rules.

Also in rule 603 f, appears a complete new rule extending still farther the "marked" or "identified" wire system. This rule reads: "Where polarity marking of flexible cords is provided, one conductor shall have a continuous identifying marker readily distinguish-

ing it from the other conductors. This marker shall be a tracer in the braid of any color contrasting with that of the braid or, in the case of cords having no braids, the insulation of one conductor shall be of a color readily distinguishing it from the other conductors."

It is quite impracticable, of course, to carry out completely the idea of identifying wires, as used in the branch circuit wiring, in the case of cords. A cord consisting of one white braid together with a braid of some other color, while ideal from a standpoint of identification, is not so desirable when it comes to a matter of appearance. The Electrical Committee has, therefore, gone about as far as it could in providing a distinguishing marker of some not too noticeable color. The effect of this rule should be to standardize the present varying methods of "identifying" cords.

Definitions—"Concealed Work," "Circuit-Breakers"

A slight change has been made in rule 701 m covering the use of outlet boxes or plates. This rule previously required the use of such outlet boxes or plates on conduit, metal raceways, armored cable and "concealed work." The words "knob-and-tube work" have been substituted for "concealed work." This eliminates the use of the expression "concealed work" which has gone out of use in the Code and clears up the question of the requirement of outlet boxes on knob-and-tube work.

Rule 802 a limits the use of link fuses to capacities of more than 300 amp. In other words, link fuses in capacity up to 300 amp. are prohibited. This is in line with the trend of development in fuses. Many territories now, and have for years, prohibited entirely the use of link fuses.

In section 805 a new rule, b, defines the term "circuit breaker." This rule also alludes to the new development in service and branch circuit protestion by means of circuit breakers.

Fuse Blocks on Ceilings Prohibited

A change appearing in new rule 805 e specifies in detail, and somewhat restricts the use of open-cutout bases and circuit breakers, and new rule 805 f requires that wherever it may be necessary to mount a cutout cabinet in a horizontal position on a ceiling special precaution must be taken and special permission must be obtained from the inspection department.

In the rules covering general fuse protection, there appears a new rule, p, reading as follows: "A fuse or trip coil shall be placed in every ungrounded wire of all grounded circuits except as provided for branch circuits in section 807 of this code." This new rule clears up a subject which has been the cause of much discussion. It is quite common on three-phase circuits to ground the neutral point of one transformer in order to obtain the lowest potentials to ground. The effect of this method of grounding is to leave all wires of the circuit at a potential above ground. The old rule of the Code was sometimes interpreted to permit trip coils in two wires only, leaving one wire without protection against grounding, and while it was the intent of the code rules that all wires should be properly protected, the rule was not perfectly clear. This new rule will tend to clear up this situation.

Automatic protection of services, with special reference to properties having generating plants or master services, are concisely covered by a revision of old rule 806 e. So also is the matter of the wiring of private garages which is covered by new rule 806 f. Three-way switches may be used for the control of lights in a private garage provided the load does not exceed the capacity of the three-way switch and is not in excess of 15 amp.

Fuses for Branch Circuits

Rule 807 on "Fuses for Lighting and Appliance Branch Circuits" has been considerably modified. Rule a of this section reads:

"a. For the purposes of this section, the terms 'Branch Circuit,' 'Outlet' and 'Appliances' are defined as follows:

'Branch Circuit'—Branch circuit is that portion of a wiring system extending beyond the final fuse or fuses protecting it. For particular applications to motor branch circuits, reference should be made to Article 808.

'Outlet'—An outlet is that fixed point on a branch circuit at which current is taken to supply fixtures and appliances. An outlet having a fixture with more than one socket attached shall be considered as one outlet. An outlet having a multiple receptacle installed therein shall be considered as one outlet.

'Appliances'—Appliances are current-consuming devices for domestic or general commercial use, use as heating, cooking and small motor-operated devices, etc., suitable for use on 15-amp. branch circuits."

It will be noted that the terms "branch circuit" and "outlet" have been revised to state in a perfectly clear and unquestionable manner the intent of these two expressions.

Rule 807 b, one of the most used rules in the code has been revised to read:

"b. All ungrounded wires of a branch circuit shall be protected by fuses or circuit breakers. When the grounded conductor is identified and properly connected, branch circuits shall be protected by fuses in the ungrounded wires only. In locations where the conditions of grounding or the liability of the reversal of connections warrant, the inspection department may require, on systems having a grounded neutral or having one side grounded, that both wires of two-wire branch circuits shall be fused, even though the grounded conductor is identified, and properly connected."

Several changes will be observed. Special permission is no longer required for the omission of the neutral fuse. Inspection departments are, however, given the option of *requiring* double-pole fusing where the particular conditions existing warrant it.

Omission of Neutral Fuse Now Required

Where the old rule made the omission of the neutral fuse optional the new rule *requires* its omission where the "grounded conductor is identified and properly connected," a subject, of course, to the exception just noted above.

This change follows the general trend in the development of the branch circuit to a properly grounded, identified system without break of any kind, either switch or fuse, in the neutral or grounded wire. The change has a special significance to manufacturers as the proper carrying out of the new provisions will require new types of cutout bases and panel boards designed for single pole fusing.

The rules on the "Protection of Motor Circuits" have been materially revised. The revision of rule 808 a is shown herewith and that part in parentheses which appeared in the old rule is

Important Changes in the 1925 National Electrical Code

Terminals of certain wiring devices must be identified.

Where enclosed switches of all capacities are used at service, neutral blade may be omitted.

Special metal raceways in the form of baseboards or chair rails provided for.

Flexible cords of the portable type may have 1-64 inch rubber insulation, instead of 1-32 inch previously required.

Link fuses of less than 300 amperes prohibited.

Three-way switches may be used in private garages.

Single-pole fuse protection made mandatory on branch lighting circuits containing grounded wire.

Flexible cords must have "identifying" marker.

Individual heating elements of appliances, if over 30 amperes, must be fused.

Ground pipes must be ¾-inch *internal* diameter and must be driven eight feet into ground.

Bare copper ground-wire permitted when bonded to protective conduit.

Protected-type ground clamps must be used or the clamps must be otherwise protected from mechanical injury.

Fixture-wire identification standardized.

Grounding of straight electric fixtures made mandatory.

Switching mechanism of sockets must break on center contact. Effective September 1, 1926.

Edison plug-type receptacles prohibited less than four feet from floor.

Radio storage batteries must be fused.

Theater stage pockets not required to be insulated from ground.

omitted in the revision. "The conductors of circuits supplying current to a single motor shall have a carrying capacity, according to section 610 of this code which is not less than 110 per cent of the name plate current rating of the motor, (the actual size to be determined by the rating of the fuses or the setting of the circuit breaker or overload relay protecting them.)"

Rule 808 b reads: "Each ungrounded conductor of a circuit supplying current to motors shall be protected by a fuse or by a circuit-breaker, except the conductors supplying current to a single motor and which are suitably protected from mechanical injury shall be considered as sufficiently protected by the fuses or circuit breakers next back on the line if the carrying capacity of these conductors is one-third of that of the wires to which they are connected and their length to the motor protective devices does not exceed 25 ft. A fuse or circuit-breaker shall not be placed in any permanently grounded conductor supplying current to motors, except that a circuit-breaker with one pole in each conductor may be used provided the breaker is so designed that the pole in the grounded conductor cannot be opened without opening simultaneously all of the conductors of the circuit."

Size of Wire for Single Motor

It will be seen that the rule covering the size of wire required for a single motor has been so revised as to permit, under certain stated conditions, the use of a wire smaller than was required by the old Code. The previous rule was based on the general principle, so long adhered to in the Code, that in no case should a wire be overfused. Some years ago, due to the quite general use of alternating-current motors which took unusually large starting currents, the Code rule was modified to permit a certain amount of overfusing. This was accomplished by allowing a rubber-covered wire supplying an alternating-current motor to be fused in accordance with the rating of "other insulations." The effect of this rule was to authorize an overfusing of about 50 per cent. The rule, as now modified permits an overfusing of 300 per cent. This change is based on the principle that the starting current of an alternating-current motor is of such short duration that, even though it may exceed the allowable carrying capacity of the wires for a few seconds, the heating effect is negligible. The motor itself and all wiring between the motor fuses and the motor is protected on the basis of the normal running current of the motor so that the function of the starting fuses, or those fuses protecting the motor circuit, is to protect against short circuits and grounds on this particular part of the circuit only, and a fuse of 300 per cent of the maximum carrying capacity of the wire is considered sufficient protection in the new code rule. This rule, however, limits the length of such a circuit to 25 ft.

New rule 808 e reads: "The wires in that portion of a motor circuit between a motor running protective device which is shunted or cut out during the starting period and its motor shall be considered as sufficiently protected during the starting period if there is a fuse or circuit-breaker back on the line which is rated or set at not more than 500 per cent of the name plate rating of the motor."

An interesting indication of the development which has brought about an ever-increasing grounding of circuits is evidenced by the entire omission from the new code of old section 816 on "Ground Detectors."

Article 9 on "Grounding" has been somewhat revised. The first of these revisions occurs in paragraph a, in substituting for the word "appreciable" the word "objectionable" and adding to the paragraph directions on eliminating the objectionable flow of current in certain cases. The new rule as it will appear in the 1925 code is shown herewith, the addition being in italics: "Where low potential circuits, arresters, equipment, conduit, armored cable, metal raceways and the like are grounded in accordance with this article, they shall be so arranged that under normal conditions of service there will be no *objectionable* passage of current over the grounding conductor. *Where an objectionable flow of current over a grounding conductor occurs due to the use of multiple grounds, one or more of such grounds shall be abandoned or their locations shall be changed.*"

Grounds and Grounding

New rule 901 c on the specifications of ground pipes has been changed to require a pipe of ¾-in. "internal" diameter in place of "external" diameter as was allowed by the old rule. The significance of this change is that no pipe smaller than standard ¾-in. pipe can be used for grounding.

A further adition to new rule 901 c prohibits the "piecing out" of ground pipes or rods and requires all pipes or rods to be driven 8 ft. in the ground. This addition reads: "Driven pipes or rods shall be of only one piece when of less than standard commercial length and shall be driven to a depth of 8 ft. regardless of size or number of pipes or rods used."

Rule 902 d on grounding of secondaries has been revised to more completely cover the various types of grounding, particularly the case of three-phase systems with one phase grounded at the transformer and at the neutral point.

The new rule reads: "On single-phase alternating current systems the ground shall be made at each service on the line side of the service switch before the service is connected to the line. On multiphase alternating current systems the ground shall be made as described for single-phase systems if the grounded conductor of the multiphase supply system is brought to the premises for rendering service.. By permission of the inspection department the grounding connection for either single-phase or multiphase systems may be made on or near the transformer or transformers, or by connection to a system ground wire."

Rule 905 a on "Grounding Conductors" has been amended to permit the use of grounding conductors of metal other than copper. Till this change was introduced, only copper was allowed.

Rule 905 c as reworded reads: "The insulation and installation of the grounding wire *for circuits when not protected by metallic piping,* shall comply with all requirements of this code applying to wires of the voltage of the circuit to which the grounding wire is attached. *When a circuit grounding wire is installed in metallic piping and is bonded to it at both ends, a bare copper conductor may be used.*" The addition to this rule is shown in italics. A circuit grounding wire when electrically bonded to both ends of its protective metallic piping need not be insulated.

There is a significant change indicated in rule 905 d. The revised part of this rule reads as follows, the additions being shown in italics: "*Ground clamps* and all grounding wires *which are smaller than No. 4 in size* shall be protected from *ordinary* mechanical injury *by being placed where they are not liable to be damaged or by being enclosed in metal, wood or equivalent protective covering.*"

As the matter of the grounding of secondaries has become of more importance the rules governing this subject have become more complete and more rigid. At present it is the common practice to install the circuit grounding wire in conduit, the conduit and the grounding wire being bonded to a water pipe by the ordinary ground clamp. While this method of grounding has in general been quite satisfactory it has produced a rather unsatisfactory condition at the point of grounding to the water pipe in that the method of connection is more or less slip-shod and this very important link in the grounding system was left subject to mechanical disturbance. As a result there have come on the market devices specially designed to overcome the objectionable features, and the amendment to the rule above cited opens the way to the introduction of these devices.

Rule 905 j has been amplified and the size of grounding pipe specified. This is shown in the following table:

Capacity of Nearest Cutout Protecting Conductors in Conduit Armored Cable Metal Raceway or Equipment	Size of Copper Wire Grounding Conductor	Size of Grounding Pipe
0 to 100 amperes	No. 10	⅜ in.
101 to 200 amperes	No. 6	½ in.
201 to 500 amperes	No. 4	¾ in.
Over 500 amperes	No. 2	1 in.

Rule 1201 c on the "Construction of Knife Switches" has been revised as shown in italics: "Knife switches shall be plainly marked where the marking can be read *after* the switch is installed, with the current and the voltage for which the switch is designed. *For switches of capacities above 12,000 amperes, where the alternating current rating, the marking shall indicate the ampere rating definitely as A.C or D.C. The frequency in cycles shall also be stated.*"

Rule 1401 j on "Canopy Insulation" has been modified to permit the use of certain types of canopy insulation where the insulation is not fastened by rivets or screws but is held on the canopy by the binding effect of the insulation on the canopy ring.

(Continued on Page 5364)

Wiring a Hospital for Radio

How to Equip an Institution, Hotel or Home for "Radio Music in Every Room." Installations a Broadening Field for Radio Sales for the Electrical Contractor

By FRANCIS R. EHLE
Vice-President, Durham & Company, Inc.,
Contracting and Installation Engineers

MANY readers of this article, particularly those who have watched the advance of "wireless" and radio telephony over the period of the past ten years, will remember their first thrill in hearing music and the spoken voice pour forth from their old and antiquated receiving set that had been primarily designed for amateur reception of code signals.

Then it was a marvelous thing to hear reproduced such features as phonograph records, pianola solos and the spoken voice, through a medium that before had only been disturbed by the transmission of commercial and amateur spark signals. Since that first experience, a short few years ago, development has been exceedingly rapid in all the various associated branches of this newly perfected wonder, until today, only three years since the first concentrated effort was made to popularize radio entertainment, we have reached the stage of becoming an established and reputable business, with a gross income reaching proportions that rank it with other lines of business that have been growing over a quarter of a century.

Other Markets Will Have to Be Added

At the present time, the greater proportion of an income of from $350,000,000 to $450,000,000 per year has been derived from the sale of radio sets, parts and accessories. Except by the large corporations, very little thought or attention has been given to any phase of the radio business but the merchandising of radio receivers, parts and replacement accessories through exclusive radio dealers, music dealers, department stores and similar retail outlets. This has been quite proper, for there has been a demand created that has made our market distinctly a seller's market up to the present time. However, the period is quickly approaching when it will become increasingly hard to make sales against the competition of many specialized outlets.

The purpose of this article is to point out to progressive dealers in radio sets and to electrical contractors that there is a vast amount of opportunity to make worth-while sales to other markets than to just the radio fans who build sets for enjoyment or business, or the purchasers of complete radio outfits for entertainment purposes. To be sure, this retail market is yet far from the saturation point and progressive enthusiastic radio dealers will sell radio sets to the public for years to come, we hope. But how about all the public institutions, such as clubs, apartment houses, small hotels, restaurants, hospitals, sanitariums, institutions for the blind and aged, Sunday schools, recreation centers, Legion Posts, Boy Scout headquarters, and many others—possibilities that have hardly been touched.

Twelve Places to Sell Radio Wiring Jobs—

1. **Hospitals**
2. **Clubs**
3. **Apartment Houses**
4. **Hotels**
5. **Restaurants**
6. **Public Institutions**
7. **Sanitariums**
8. **Homes for the Blind and Aged**
9. **Sunday Schools**
10. **Recreation Centers**
11. **Legion Posts**
12. **Boy Scout Headquarters**

The average dealer feels that radio installations of this type offer too many complications, such as wiring, placing of apparatus, etc., for him to profitably handle. To be sure, some cases require special apparatus, such as more powerful amplifiers than are on the retail market, different types of loud-speakers, and specially constructed distribution panels. Where this is the case, these matters can be taken up with radio concerns who specialize in this class of commercial equipment and a portion of the contract can be sublet.

But take as an example of what the average dealer or contractor can do, a hospital radio installation giving individual radio service via headphones and loud-speakers to the sick and convalescent patients.

Relaying Radio Broadcasting to Hospital Patients

The wiring diagram accompanying this article show the installation put in by Durham & Company, Inc., at the Oncologic Hospital in Philadelphia, where the telephone operator is able to tune in broadcast entertainment at most any hour of the day, and by means of a plug and jack arrangement can relay this entertainment to the solariums where it may be listened to through loud-speakers, or to the wards where individual headphones are plugged in at each bedside and certain patients supplied with radio entertainment without annoying those who are too sick or do not care to listen.

The details of this installation are relatively simple. A radio-frequency receiver of standard make, using a loop as the receiver of energy, is connected to two standard-type amplifiers, the output of which are connected to feed lines. One amplifier supplies the energy required to actuate a group of loud-speakers and the other amplifier is used to energize some thirty-three pairs of headphones which are connected to connecting blocks at the head of each bed in the patients' ward.

The battery supply used for the receiving set is entirely separate from that used in conjunction with

the amplifying apparatus, and consists of a sturdy oversize 6-volt storage A battery and bank of B batteries of the proper voltage. As the current B consumption of the amplifier is considerably greater than that of the receiver, a bank of eighty-eight 1½-volt dry cells was installed to obviate the necessity of frequent renewals of the block-size batteries.

The following equipment was used in the installation of this particular contract.

One radio frequency receiver—two stages radio, detector, and two stages audio (with tubes), one indoor loop, one battery charging equipment, one monotor loudspeaker (Music Master), two Western Electric 7-A power amplifiers, eight 201-A tubes (two spares), two Western Electric loudspeakers (518-W) complete, thirty-five Western Electric 1002 C headphones (one spare), thirty-three two-wire connecting blocks, thirty-three wall hooks for securing conduit and wires, eighty-eight No. 6 dry cells, two 100-amp. storage batteries, two 45-v. B batteries for receiver, one 22½-v. battery for receiver, fuses and fuse block for charging panel, telephone cable, rubber-covered two-wire cable, conduit and fittings as required.

Two-wire rubber-covered cable was used in establishing leads from the power amplifier to the patients' ward, and in back of each bed a connecting block was established in multiple with the feed wire, the headphones being connected to it.

It is practically impossible to give representative figures by formula so that the cost could be roughly figured on a proposition of this kind. The entire contract for the radio installation in this hospital was $1,223. Of this, approximately 25 per cent of the cost was represented in the radio and amplifying equipment, 15 per cent in headphones, 20 per cent in labor, 7 per cent in batteries and the remaining 33 per cent in hardware and incidental material.

This is a very rough approximation, and would not do to use in connection with every job of this kind inasmuch as it can be seen that an increase in the cost of head telephones used would increase the material cost and the labor cost, and also the loudspeaker percentage. Above a certain point, the amplifying and receiver cost would probably reach much greater proportions of percentage.

The hospital authorities have been very well pleased with the successful operation of the equipment and it has been the means of giving entertainment and help to a great many patients who otherwise would have spent their idle hours in the contemplation of their ailments.

Here's Another Little Matter of Trade Discount

A prominent electrical contractor in one of the principal Pacific Coast cities was asked by a large industrial concern to submit a bid on some electrical work which they contemplated installing. He spent some time in figuring on the job and finally submitted a very carefully estimated bid. The industrial concern took his itemized estimate and applied to an electrical jobber of the same city, who thereupon sold the customer the electrical materials required at wholesale rates on the ground, presumably, that the order was a large one. The installation is now being made by electricians at day labor. The jobber, the owner of the industrial concern and the electrical contractor each have his own opinion as to the ethics of the procedure. What do you think?

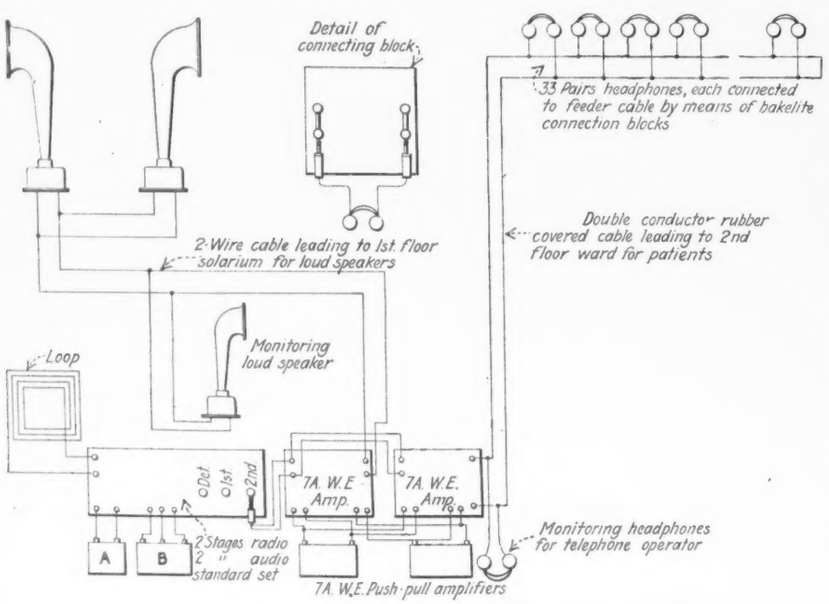

Detail of connecting block
33 Pairs headphones, each connected to feeder cable by means of bakelite connection blocks
Double conductor rubber covered cable leading to 2nd floor ward for patients
2-Wire cable leading to 1st floor solarium for loud speakers
Monitoring loud speaker
Loop
Det.
1st
2nd
7A. W.E. Amp.
7A. W.E. Amp.
Monitoring headphones for telephone operator
A
B
2 Stages radio 2 " audio standard set
7A. W.E. Push-pull amplifiers

Diagram of radio wiring system installed at the Oncologic Hospital, Philadelphia, by Durham & Company, contracting engineers, of that city. This scheme enables the ward patients to "listen in" on headsets without disturbing other patients, and also permits concerts to be broadcasted simultaneously in solariums and dining halls. Any number of loudspeakers or headphones can be added to this installation but care must be taken to supply sufficient amplification to operate such additions.

Going After the Portable-Lamp-Business

Extracts from leading stores' lamp advertising worthy of reproduction are as follows:

Companionable Lamps—Nothing less can be said of these wonderful creations in lamps. You are cordially invited to come and see these lamps and be your own judge of what a Companionable Lamp can mean.—*The Kirby Shop, New Haven, Conn.*

With Effective Lamps Are Rooms Made Attractive and Evenings Cheerful.—Lamps today are so beautifully designed that even when not lighted, they lend charm and loveliness to their surroundings. But their helpfulness does not stop there, for when they shed a soft glow near a comfortable chair, there is no more cheerful place to spend an evening.—*Marshall Field and Company, Chicago.*

Selling Charm and Utility of Bracket Lights

How a Bracket Light or Two Would Improve Your Living or Dining Room! Beside your fireplace two candle brackets with silk shade would add a touch of color to your living room, while in the dining room if placed above your buffet they would give that final charm which every hostess desires.

Then there are countless other places where a *useful* bracket is needed—in the kitchen over the table or sink, in the bedroom beside the dresser, in the bathroom beside the mirror, over the telephone table, etc.

The necessary wires can be run without any inconvenience or muss, and the expense will be moderate.—*Williams Electric Company, Ithaca, N. Y.*

To enter a room softly aglow with a lovely light intensifies one's appreciation of its atmosphere and charm. Attractive, carefully selected lamps diffuse a mellowness, an air of luxurious warmth that adds incalculably to the beauty of the home. It is like walking through an art gallery to see our assortment of beautiful lamps—and so reasonable in price.—*Culley and Breay, Hamilton, Ont.*

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

Good Will

"Good will is the disposition of the pleased customer to return to the place where he has been well treated."

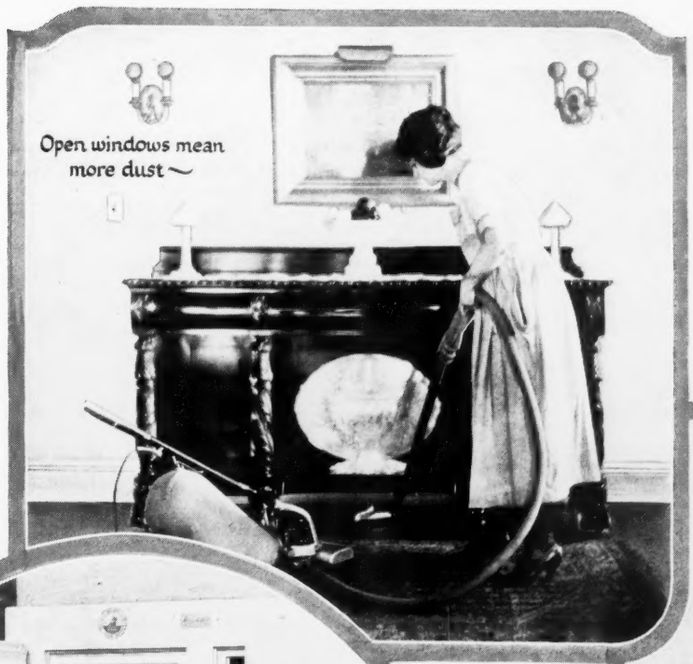
—U. S. Supreme Court

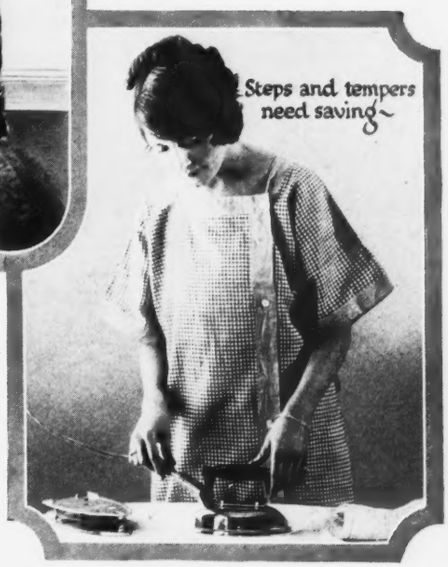
Women Need Appliances in Summer

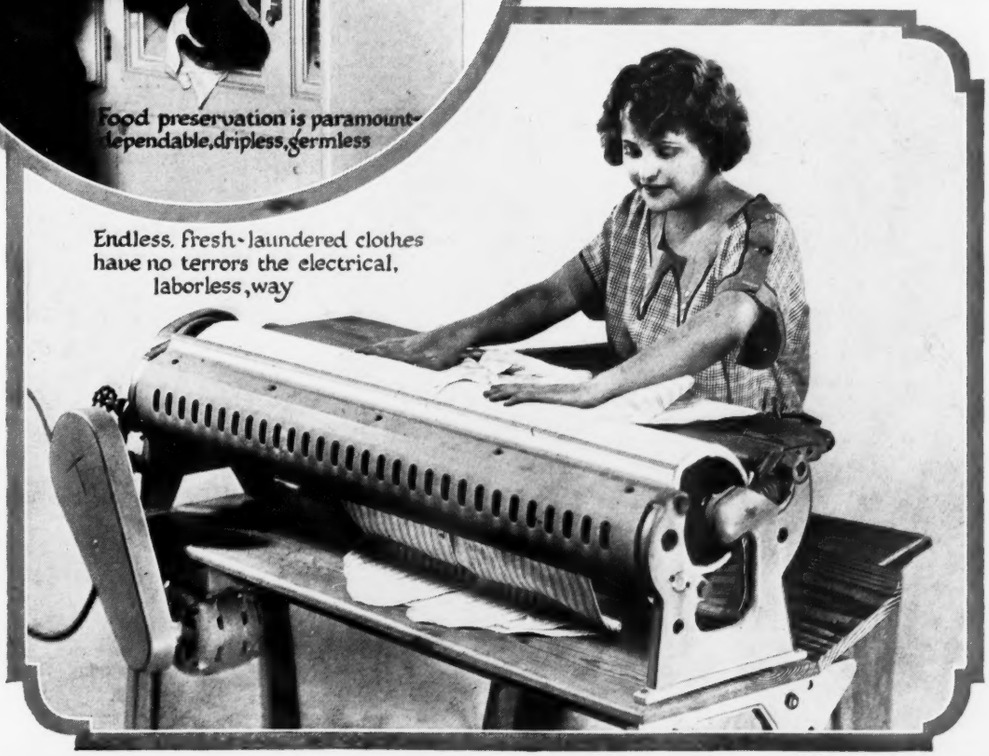
WHEN the laundry bag grows rounder and heavier—then it's a sure sign summer is nigh. What a joy it is to have clean, cool household linens during weather when everything crumples at a touch! The task of ironing by hand cumbersome table-cloths and endless numbers of kiddie clothes takes the sun out of the most cheerful disposition. Then think of not having to wait at home for the iceman's daily call and of not having to worry whether he comes or not! And fruit ices all summer long—it can't be done without an electrical refrigerator!

—Even More Than Any Other Time

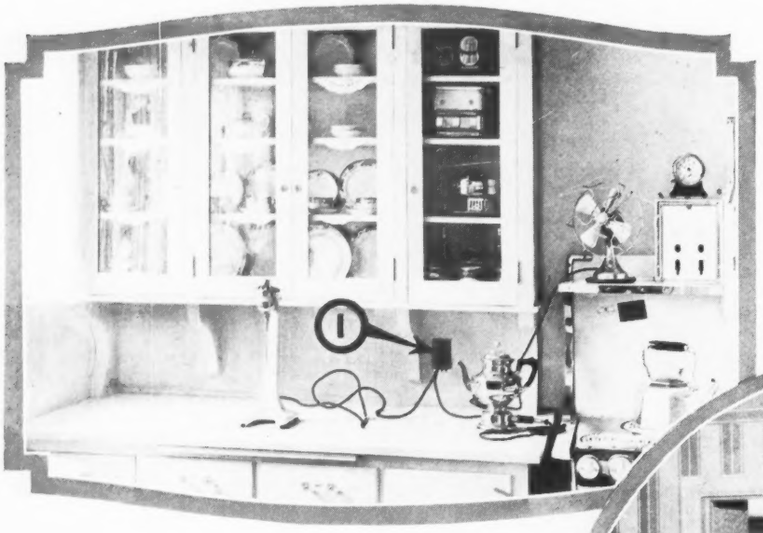
Yet That's When the Electrical Trade Sells Them the Least of All the Year. Whose Fault Is It?





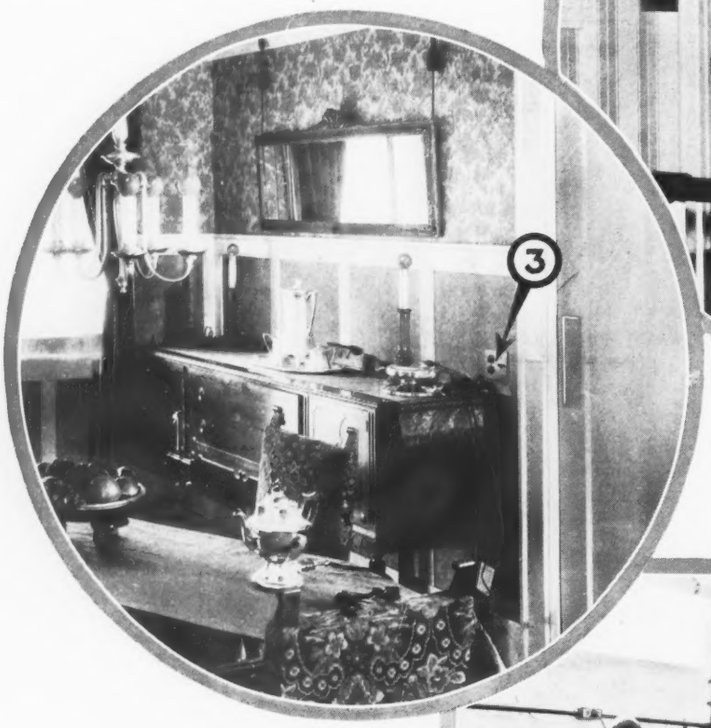


Nine "Wiring Extras" to Suggest,—to Make



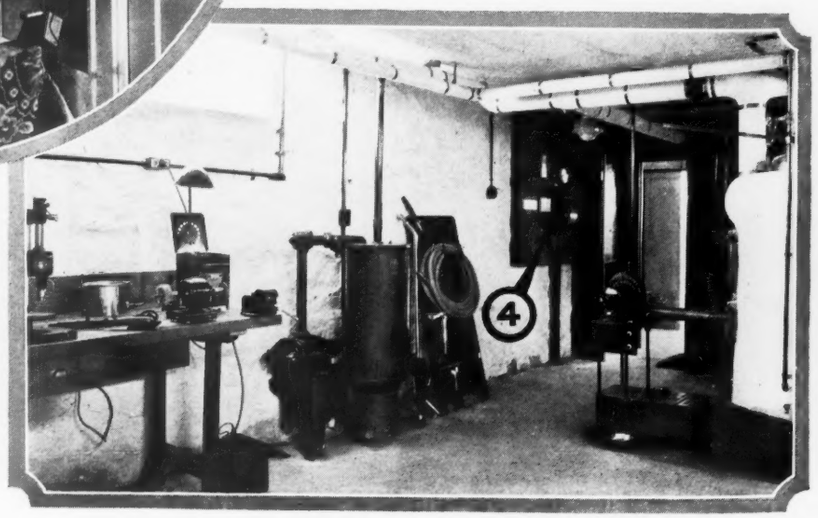
A duplex "convenience outlet" placed over the kitchen or pantry "work shelf" or table has two great advantages. First, it is convenient to the housewife's center of operations, and second, it is waist-high and so eliminates troublesome reaching to plug in toaster, mixer, buffer, knife-sharpener beater, and other utility appliances.

An intercommunicating telephone system comes in handy many times a day in any home. It is useful when the ice man calls, or hubby wishes to announce he will be ready for breakfast in five minutes.



The cellar holds innumerable possibilities for electrical additions. For example: outlets and motors for the master's work bench, the house vacuum system, the radio charger, and the furnace oil burner.

Nine out of ten housewives need more "appliance outlets," but most of the nine dread the dirt and bother of electrical alterations in their homes. Placing a duplex convenience outlet at an existing switch outlet eliminates any plaster-cutting, because the cable in most cases is already there and very little time is needed to complete the installation.



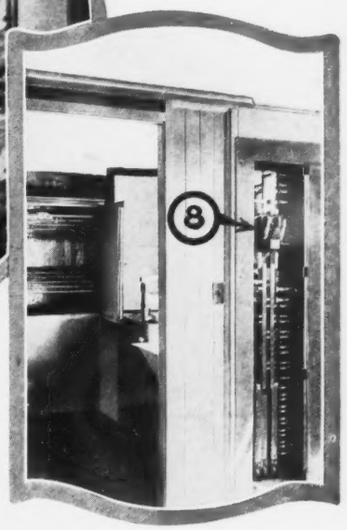
Your Future "House Jobs" More Profitable

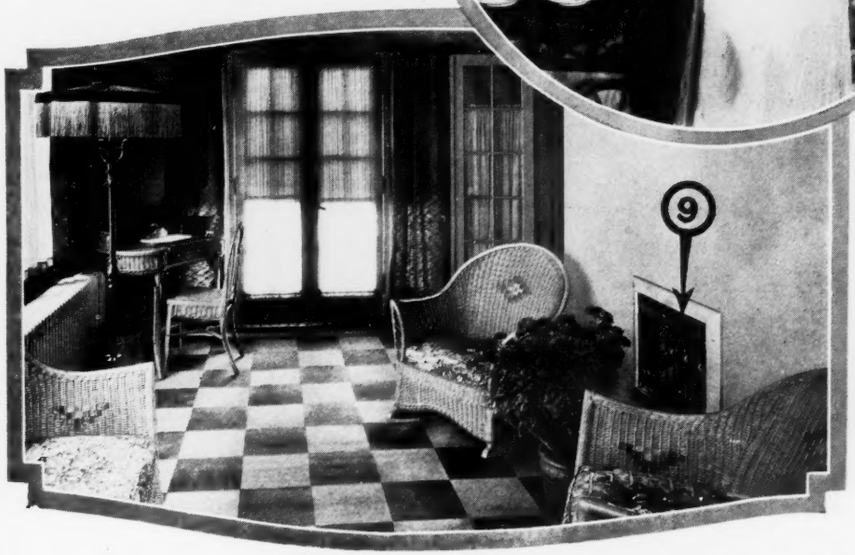
For housewives who wish to economize on space, the built-in ironing board, shown below, with plug, switch and pilot-light on one plate, is recommended. The ironing board saves space and the pilot light insures safety and economy of current.

Every electric range should be provided with an attachment plug and outlet, yet this is practically an untouched field, most ranges being solidly connected. A plug of this sort is particularly useful to permit the range to be moved.

Picture No. 7 tells its own story. Removing the bracket fixture from the "elexit" outlet in the dining room, the outlet can be used for appliances. This, and the fact that fixtures may be exchanged at will, are two features that most women will take to kindly.

Built-in electric radiators are the last word in luxury for sun porches, bath rooms and nurseries for mid-season comfort. A protected radiator of this kind prevents the danger of children burning themselves by falling against exposed hot surfaces.





A remote-control switch for burglar lighting should not be difficult to sell to the man who prizes his home and possessions. The solenoid switch, operated from a bedside push button, illuminates the house and yard instantaneously.

50% increase in

79,021 Eurekas Shipped, First Quarter 1925
52,398 Eurekas Shipped, First Quarter 1924

26,623 Increase—Over 50%

The astonishing rate at which demand for the Grand Prize Eureka Vacuum Cleaner continues to increase is clearly indicated by these figures on comparative shipments for the first quarters of 1924 and 1925.

Eureka shipments averaged well over 1,000 cleaners every working day throughout the first three months of this year. This tremendous volume closely approximates 33⅓% of the combined total shipments of the entire electric cleaner industry. In other words, one out of every three electric vacuum cleaners shipped during this period was a Grand Prize Eureka!

The amazing and constantly growing demand, plainly demonstrated by these figures, has brought conspicuous success to authorized Eureka dealers and is adding new value to their franchises.

No dealer in the major home appliances who desires to profit from a large and immediate increase in his vacuum cleaner sales can well afford to delay in taking advantage of the splendid opportunity which the Eureka offers. Wire or write the factory for an interview with our sales manager for your territory.

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.
Makers of Electric Vacuum Cleaners Since 1909
Canadian Factory, Kitchener, Ont.
Foreign Branches: 8 Fisher St., Holborn, London, W. C. 1, Eng.; 58–60 Margaret St., Sydney, Australia

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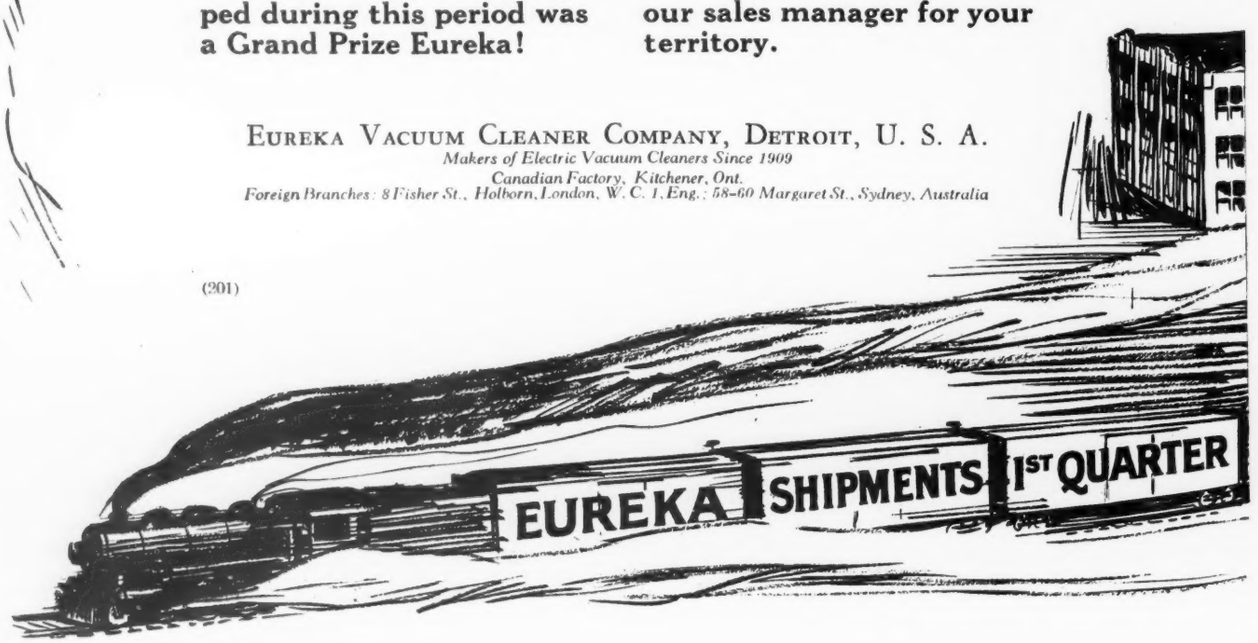
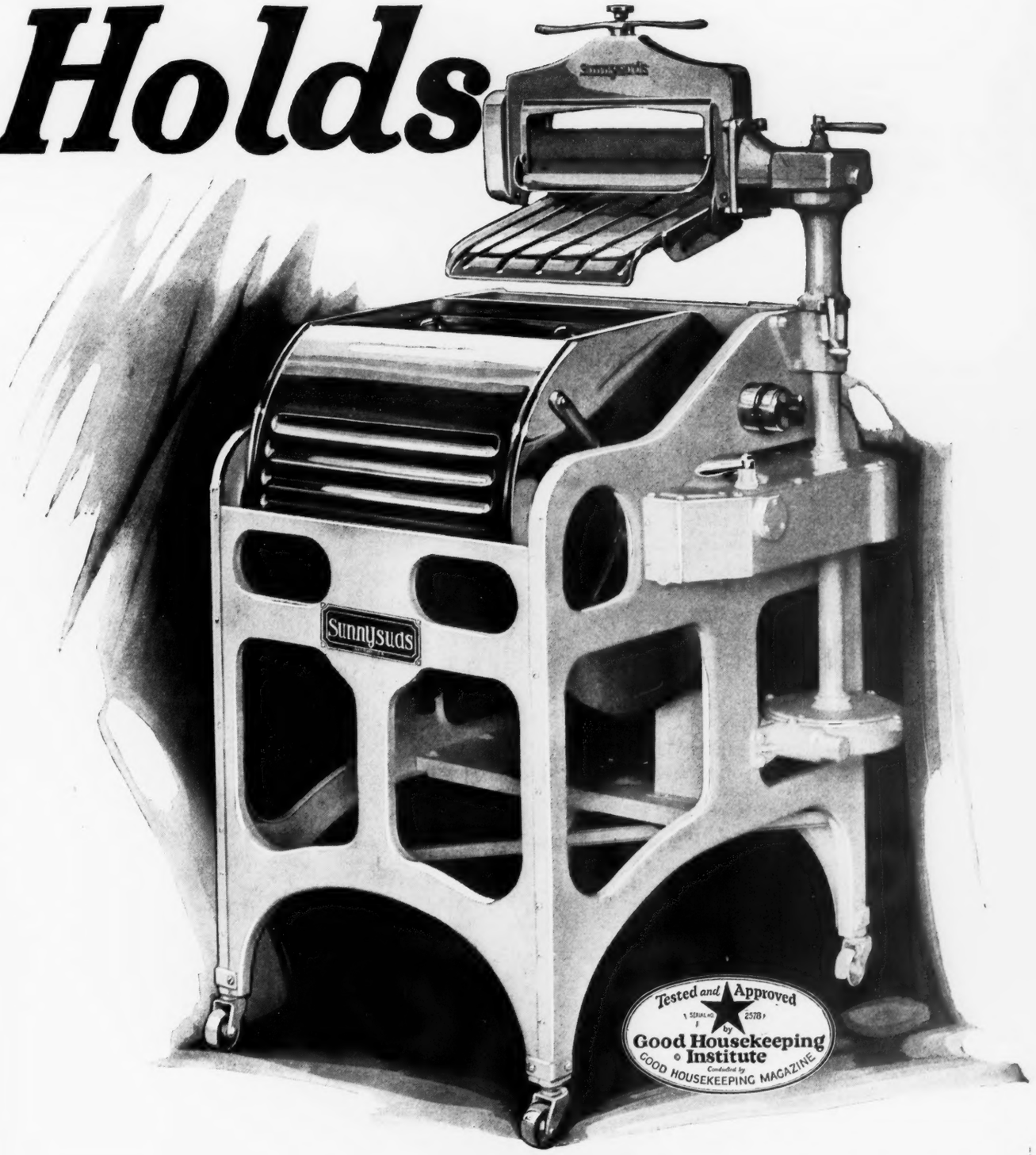


Holds



suds Electric Washer & Wringer

Current Views of "Current" News

The American Radiator building at New York, with its famous "gold-leaf top," is illuminated each night by fifteen 1000-watt and fifty 500-watt reflectors. With its 40,000 watts, it is a flaming pillar of light, visible for miles around.

Electrical contractors and workers of San Diego, Calif., donated the complete electrical installation, labor and materials, for the Helping Hand Home, a local charity hospital. The combined electric industry completed the installation and had power on in one day. The entire union took the day off to complete this hospital which is for the children of tubercular parents.

A French electrical engineer has provided an electrified track in the center of his dining table. By pressing a foot-switch, the food is brought up on a miniature dumbwaiter and thence travels around the table.

Miss Janette Edwards, as "Queen of Electricity" representing the Electrical Co-operative League of Denver, Col., at the recent woman's club pageant in that city. This float made a striking appearance.

The Summer of Our Discontent

Continued from Page 5327

held by many stores in the hot season, some for immediate delivery and some for fall delivery.

In the department-store business, and I presume in all retail businesses, no months in the year are given more careful thought than July and August. You must always bear in mind that while in trying to force volume unnaturally, the "law of diminishing return" will, beyond a certain point, defeat your object, so there is also a sort of a "law of vanishing margin" that compels you to maintain your volume above a point governed by your fixed expenses, even though you have to exert most unusual effort.

"Build Up Volume" in July and August

The point I want to make is that, depending upon the policy of the store, every effort is made to keep up the volume of sales during these two months. Seasonable merchandise is, of course, pushed to the very limit, the whole buying organization is alert to secure merchandise of standard quarity which can be purchased to advantage and offered at less than usual prices and the sales and publicity staffs are on their respective toes every minute. All this is in contrast to certain stores where the falling off in volume is more or less taken for granted. It requires no seer to vision which sort of an organization gets the answer.

Despite all this effort however, which is continued year in and year out, department stores still suffer slumps in business during these summer months, which are costly in the extreme. Like every one else their fixed expenses go on, and during these vacation months, they not only pay the salaries of those away but, to a limited extent, must go to the additional expense of hiring substitutes. Every store owner or manager dreads the months of August, July and February.

As a measure of consolation, but especially of information, to you as a store manager, you will be interested in the percentage of the year's business done in the respective months by department stores. The following figures are authoritative and are selected from over thirty department stores located in every section of the country. They will give you a good cross section of trade tendencies in this field: In January, 7 per cent of the year's business is done; in February, 6 per cent; March, 8 per cent; in April, 9 per cent; May, 8 per cent; June, 9 per cent; July, 6 per cent; August, 5 per cent; September, 8 per cent; October, 9 per cent; November, 10 per cent, and December, 15 per cent. Of course these figures vary somewhat in individual stores in different localities and if we were very exact the percentages would be carried out in fractions, but those given approximate the actual figures very closely.

Must Add Resourcefulness to Careful Planning

As a rule stores lose money or barely break even in a month when they only do five or six per cent of their annual volume but a point I wish to emphasize right here is that if they did not exert these extraordinary efforts during such months their volume would be still lower and all hope even of "breaking even" would vanish. Nor must the conclusion be drawn that they make unusual profits when the volume mounts above these percentages even though they break even or make a small profit on them because they carry only skeleton organizations during such periods and every penny of expense is rigorously controlled. Naturally with expanding volume expenses of every sort increase very nearly in proportion until sales reach about nine per cent. Above that figure, a satisfactory profit can be secured with common-sense management.

You must therefore plan carefully your expenditures during the coming summer months and plan your sales efforts as well, but bear in mind that, as Burns so aptly put it, plans "gang aft a-gley." In fact business and even life itself would be a rather drab thing if all our plans were immutable. Resourcefulness must be added to careful planning. History is replete with instances of decisive battles won by commanders resourceful enough to turn seeming defeat into victory by doing the unexpected. So it is with the battle of business. Of such stuff was my electrical-dealer friend, of whom we were speaking a while back.

Following his determination to go after July and August business as never before, he spent several evenings in the simple, practical office of his exceedingly attractive shop. He carefully checked every single item of fixed expense for the coming months. Then he calculated the volume of sales necessary to yield a gross margin large enough to cover these expenses.

A Case of Predicting Operations

He permitted me to examine his books for 1923 when I was there last September and inasmuch as neither his name or location are mentioned here, I have his permission to put down for your information what I saw. During the year 1923, his sales amounted to $90,631; his gross margin on these sales was $31,214; total expenses amounted to $25,658 and he realized a net profit of $5,556.

He kept a simple, inexpensive summary of each month's operations and for the two months in question they were as follows:

	July, 1923		August, 1923	
Sales	$5,174		$4,596	
Gross Margin		$1,707		$1,517
Occupancy	.317		317	
Selling	.673		598	
Publicity	.207		184	
Administrative	.262		267	
Other Expenses	319	1,778	306	1,672
Net Profit or Loss		$ 71		$ 155

After studying these figures for some time, he calculated that if by extra effort, he could raise his July, 1924, sales to $7,000 and his August, 1924, sales to $6,000 he would come out about as follows:

	July		August	
Sales	$7,000		$6,000	
Gross Margin		$2,310		$1,980
Occupancy	.317		317	
Selling	.910		780	
Publicity	.280		240	
Administrative	.262		262	
Other Expenses	345	2,114	335	1,934
Net Profit or Loss		$ 196		$ 46

Further than this he took into account the fact which he had noted with more or less dismay each month, that although he was unable to increase his gross margin on sales in 1924 over 1923, his expenses were running almost two per cent more and that he would *have* to increase his 1924 business in these two months at least to the amount he had set down or almost surely suffer a greater loss than he had the preceding year.

During the balance of May and the early part of June he perfected his plans for the July and August drive. He held "pep" meetings with his

little sales force, allotted each man, including himself, certain territory and gave every one in the place, including the bookkeeper, a definite quota. He had the agency for an electric refrigerator, although he had done but little with it up to then. He had thought it was a bit high-priced for his town. But it was seasonable and went into the quota. Fans were included for the same reason. Cleaners were added because with the increased traffic and the open windows there was more necessity for frequent sweeping. He didn't overlook the fact that sweeping and washing and ironing was disagreeable work at best and much more exhausting in the hot weather.

People Need Electrical Things in Summer

He told his sales force, and later told the public, that washing and ironing were invariably heavier in the summer months because housewives changed their bed linens more often, the warm weather necessitated more frequent changes of undergarments, hosiery, sox, shirts and collars, all making for heavier laundering. He dwelt on the fact that whereas in the cooler months, window curtains and drapes were of heavy, unwashable silk and woolen fabrics, in summer, they consisted of light, washable cotton ones and that the open windows dirtied them more quickly and they lost their freshness because of being blown around. He didn't forget to mention that upholstered furniture is fitted with slip covers, washed at home, in the summer months and he called attention to the fact that the women folks wore linen and voile and printed cotton dresses in summer and had to launder them much more frequently

He got a double value out of his fans by carefully planning his window displays so that there was always *motion*. He had no difficulty in arranging with the window trimmer in the local department store to assist him "after hours" in arranging some unique displays. For example, on Flag Day he had a very attractive setting which attracted a great deal of attention and comment —and incidentally some business. On Independence Day this man dug up a "Spirit of '76" setting, with concealed fans fluttering the national emblem, etc., that was commented on in the leading paper of the town. Another time, with the aid of a judicious purchase of some toys at the suggestion of this same man, he had a rustic scene with a little toy pond and some toy boats and toy ducks, etc. By using the suggestions of a lamp manufacturer and with the assistance of this window trimmer, he greatly improved his window and store lighting at very little expense and with good results.

Space forbids going into greater detail regarding his summer program. I cannot recall that there was anything new in anything that he did but his resourcefulness took his competitors and the town by surprise. And it got him the answer he sought.

His expenses ran somewhat more than he had calculated but so did his sales. His July business totaled $7,831, with net profits of $316; his August sales were $6,770 and his net profits for that month amounted to $435.

Intelligent analysis, determination and resourcefulness had won the day. He is a permanent convert to the gospel of go-getting and his motto for now and ever more is "No Month Without a Profit."

Go thou and do likewise,

Your Partner,

S. J. RYAN.

Requirements and Amendments of 1925 Code

Continued from Page 5354

To extend the "identifying" principle to the wiring of fixtures, rule 1402 b has been amended to read as follows: "Each fixture shall be so wired that all screw shells of sockets are connected to the same fixture stem wire or supply wire or terminal. A fixture stem wire or supply wire connected to the screw shells of sockets shall be identified by means of a white or natural gray

Electrical Dealers of New York Guests of Westinghouse Companies

One of the largest retail dealer meetings ever held by the Westinghouse Electric and Manufacturing Company, and the Westinghouse Lamp Company, took place at the Pennsylvania Hotel, New York, on April 14.

As part of the meeting, an elaborate display was arranged. At the entrance to one of the exhibit rooms a complete electrical retail store was erected, so that the dealers went through this store in order to reach the main exhibit. The store was a model in every way, containing many valuable suggestions in proper merchandising methods. As each visitor left the store he was given a folder describing the store layout service offered gratis by the Westinghouse Lamp Company and inviting him to use this service for his own benefit.

Around the outside of the room were exhibits of commercial and industrial lighting equipment, heating appliances, ranges, battery chargers, wiring devices, and motors of interest to contractors and retail dealers.

The meeting proved instructive and interesting and brought the dealers together.

covering, or by means of a tracer thread contrasting with the color of the covering, or by means of a band of paint contrasting with the color of the covering and located as near as possible to the point where the wire leaves the fixture. If a white or natural gray covering is employed the covering of all other fixture stem or supply wires in the fixture shall be of a contrasting color. If a tracer thread is employed there shall be no such thread in the covering of any other fixture stem or supply wire. A terminal attached to the screw shells of sockets shall be marked in the manner specified in section 206 e to n of this code."

While the 1923 code left the question of the grounding of the fixture optional the 1925 code will require the grounding of the metallic structure of fixture in all cases where this is practicable. This has been accomplished by revising rule 1403 to read as follows:

"a. Straight electric fixtures shall be grounded except as described in 1 and 2 below.

"1. Fixtures mounted on metal ceilings or side walls, or on walls or ceilings containing metal lathing, shall be grounded or shall be insulated from their supports by approved insulating joints or by approved insulating fixture supports, and canopy insulators shall be used.

"2. Fixtures in open wiring, knob-and-tube work or wooden raceways and not on metal ceilings or side walls nor on plaster walls or ceilings containing metal lathing need be neither grounded nor insulated.

"b. Fixtures shall be considered as grounded when mechanically connected in a permanent and effective manner to metal conduit, armored cable or metal raceway systems or to a separate grounding wire not smaller than No. 14, or to gas piping which is grounded in the manner specified in Article 9.

"c. Combination gas and electric fixtures shall be insulated from their supports by approved insulating joints, placed as close as possible to the ceiling or wall, and canopy insulators used."

An important change affecting manufacturers of sockets especially is indicated in the addition to rule 1404 a "Lamp Sockets and Receptacles" which reads as follows: "Switched sockets shall be of such construction that the switching mechanism interrupts the electrical connection to the center contact. The switching mechanism shall not interrupt the electrical connection to the screw shell unless connection to the center contact is simultaneously interrupted. This requirement shall become effective September 1, 1926."

A new rule, 1404 j requires that portable lamps when liable to come in contact with inflammable material or to prevent them from breakage shall be equipped with "handle, socket and substantial guard, the guard being securely attached to socket or handle."

A rule affecting the use of Edison-base receptacles on side walls has been added to the code. This rule is in accordance with the practice now followed in many territories. "1404 o. Receptacles of the Edison-base type shall be located not less than four feet from the floor unless for use only as lamp holding devices."

"Come to the Radio Party!"

From radio station WAAM at Newark, N. J., a few short weeks ago there went forth an invitation to all listeners-in to attend a Radio Party. That the invitation was enthusiastically received was proven by the thirteen hundred women who attended, coming from Brooklyn, N. Y., Long Island, Staten Island and all parts of New Jersey. There were also a few men present, but whether they came in response to the radio invitation or, being in the vicinity, were just onlookers, was not discovered for they left soon after refreshments.

The Radio Party given on May 1 was the fourth of a series of parties given by the Public Service Electric & Gas Corporation in co-operation with WAAM of Newark, N. J., under the direction of Ada Bessie Swann, who is director of the Home Economics Department of the Public Service Corporation. Miss Swann conducts a radio class twice a week—Tuesday and Friday mornings at 11 o'clock—in which cooking lessons and housekeeping methods are broadcast from WAAM. Women are invited to enroll in the class, which now numbers about fifteen hundred women. These enrolled members and other listeners-in on the lessons are invited over the radio to attend the party, so that members of the class may meet each other and meet Miss Swann personally. A printed invitation is also sent each enrolled member, who is invited to bring a friend, and many invitations are also sent in response to telephone and written requests.

As a feature of the May Party, Mrs. Anna J. Peterson, director of the home service department of the Peoples Gas Light & Coke Company, Chicago, came to Newark and with Miss Swann demonstrated the cooking lesson. Mrs. Peterson broadcasts from KYW, Chicago, daily, giving a fifteen-minute talk on foods.

The musical program was furnished by artists of WAAM, after which refreshments were served.

Show Interest in Labor-Saving Equipment

It certainly must be a great blow to the misguided mortals who insist that women are no longer interested in home-making to see an attendance of thirteen hundred women who have made long trips to accept Miss Swann's radio invitation. And it is no idle curiosity that prompts the women to attend; any one can tell from the questions asked Miss Swann at the end of the session and the appreciative comments of the women guests that the interest and enthusiasm are genuine.

And what does this interest in housekeeping methods express? Nothing more clearly than that women are willing to be told how household tasks can be easily and quickly accomplished by labor-saving equipment and that delicatessen shops and the grocer's canned goods department are not so popular.

The women attending the Radio Party were all vitally interested in the household subjects discussed and expressed a unanimous desire to be included in the next party. In the circle is shown Ada Bessie Swann, director of the Home Economics Department of the Public Service Electric & Gas Company, Newark, N. J. It is because of Miss Swann's radio personality and interesting presentation of household subjects that her radio audience comes so far to meet and talk with her personally.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

The time has come to establish the principle in electrical construction that:

In users' installations, all live contacts and parts of circuits from which the layman is likely to get a shock, should be covered up.

New Profits Ready on a Big Blue Platter

THE electrical dealer is being presented with a new piece of profitable merchandise, ready on a big blue platter. The electric automatic refrigerator is being added to his line with all the public interested and every light and power company eager to assist. Was there ever such a cheerful combination—a high-profit line, an eager market and a helping hand!

The electric store is in a wonderful position to cash in on the latest popular household wonder and make it a profitable leader. The manufacturers are searching for energetic dealers; the public is seeking advise. And the refrigerator is a piece of merchandise that makes a clean sale, a sizeable commission and a satisfied customer. The electric household refrigerator should be conspicuous in every electric shop this summer.

Will Your Ship Come in This Summer?

"WAIT until my ship comes in" sang the poet, but poets are not supposed to be practical men. There is no use in waiting for your ship to come in *if you have not sent one out.*

July and August are fast approaching, the months when the "slump" is supposed to be at its worst. Are you a poet of business, cherishing the illusion a ship will come in bringing you a cargo of sales and profits when you will need them most? Or are you a practical merchant whose foresight and experience has led you to send forth your ship *now*, amply equipped with plans to *go after* summer business as never before, that it may return to you in the coming months laden with treasure?

This is the first of June. If you have not *already* perfected your July and August plans, it is a case of *now* or never!

Shall We Agree to Wasteful Re-Wiring by Union Labor?

THE electrical industry has no quarrel with the way in which organized labor conducts its own affairs. But it is not disposed to be told that electrical products must bear the union label or be thrown off the job. Chicago unions for some time have made it impossible for outside manufacturers of panel boards and electrical equipment to sell in that city without local rewiring. Now in Chicago, Cleveland, St. Louis and several other towns, contractors are compelled to have already-wired lighting fixtures taken to pieces and rewired by local union workmen before they are installed. In New York the unions are moving in the same direction, and demanding the rewiring of laundry machinery and other connected units. The next step would be the requirement of the label on wire, then sockets, appliances, meters, generators and everything else.

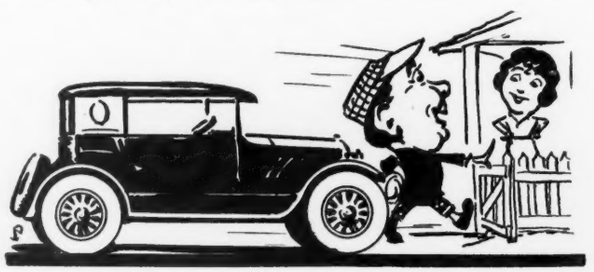
It is the privilege of every contractor to install what he desires, within the law, and the added cost of unionized production of everything electrical cannot be countenanced. The Electrical Board of Trade of New York has taken up the fight, and deserves hearty support.

Are Appliances Made Too Attractive?

WEDDING presents to many people stand as articles of luxury,—things which the individual cannot as a rule afford to buy for himself,—things seldom used, yet greatly cherished.

Electric percolators and waffle irons of course make ideal wedding gifts, but so long as they are regarded as being such luxurious articles that they are eligible as wedding presents, will they ever be sold in sufficient quantities to make the electrical dealer's life an easy one? This is the question that is bothering one Southern dealer-reader of ours.

"Let the manufacturers make special articles in attractive finishes for gift purposes," declares he, "just as do the crockery manufacturers. But provide a solid utilitarian class of articles for everyday use at a low price. In this way the electrical business will be more financially attractive for us all."



Marshalling the Hometown Man Power

ALL over this fair land,—in cities and villages, east and west,—there are homes waiting to be sold electrical labor-saving appliances. During the summer months, experience shows, these house-owners and home-makers will *not* come into electric stores in worthwhile numbers. Instead the merchandise must be taken to them. Outside salesmen and house-to-house selling must be the electrical merchant's answer to his summer selling problem.

Part-time salesmen, men laid off from other local jobs, boys home from college, and all the other local manpower that "knows the community" and can take electrical merchandise right up onto the home porches and demonstrate it, while the tired housewife is in her most receptive mood for labor-saving help—here is the electrical merchant's means right-at-hand to offset the summer slump. He can build sales and profits, if he marshalls his home-town man power.

There's a Time When "A Reduced-Price Sale" Is Good Merchandising

CUT-PRICE sales in many lines of merchandise don't seem to pull the customers that they used to, a merchandising manager of a large drug-store chain declared recently. He didn't mention on what lines the price appeal is failing, but we can guess that electrical appliances come in those categories.

In contrast, the Indiana Service Corporation recently sold 1,100 electric cookers in 100 days, merely by advertising them at a price lower than that at which they were generally sold. The cooker, nevertheless, was a good one.

Let's take a guess as to why cut-prices fail to attract crowds to drug stores, and why reduced prices drew 1,100 customers into the electric service company's store. Druggists do not have the reputation for selling A-1 grade appliances, while electric lighting companies and electrical dealers have the confidence of their communities. It is confidence that counts.

A Way to Actually Check the Value of Co-operation

THE idea of co-operation is thoroughly sold to electrical men. We all believe in it. We may not practice it on all occasions, but we believe in it. Yet most of the projects on which we co-operate promise at best only indirect benefits.

But the Red Seal Plan, that is being promoted by the Society of Electrical Development, to raise the standard of adequacy in wiring, is actually about the first co-operative movement ever organized in the electrical industry on which it is possible to *actually check up results*. For when you establish the Red Seal in a town you can go back every year and count the outlets and appliances,—"Red Seal" versus other houses, large and small. The Toronto experience reported in last month's issue, is an example in point.

Teach Electrical Students Something About Marketing

ELECTRICAL engineers were once few in number—pioneers in a new field. Today the woods are full of them, and the great majority are engaged not in engineering at all but in electrical sales work, where their specialized knowledge is of value to them and to the industry. Every year thousands of fledgling electrical engineers graduate and go to work *at selling* for electrical manufacturers, jobbers, contractors and power companies. Why shouldn't there be a course in marketing in the colleges that are educating these young men?

There are professors of marketing in other lines in many universities. Men who are preparing for various other fields, like agriculture, are given grounding in the sales fundamentals of their coming work. The young electrical engineer, however, is turned loose, steeped in facts on electricity, but innocent of any marketing lore. Let the men who hire them to sell, explain this to the colleges.

"Only a Dream of the Golden Past"—The Electrical Supply Jobbers' Convention of 1899

Scientists tell us that somewhere in space there exists the visual image of every event that has transpired on earth,—that one only has to soar far out into space and overtake the speeding light-waves of the period, and then we can capture and observe past events, whether of yesterday, last year, or the last century. The statistical editor of *Electrical Merchandising* has figured that you, gentle reader, would have to dart out twenty-six "light years" of astronomical distance,—a simple matter of 26 × 5,865,696,000,000 miles, or 152,508,096,000,000 miles,—the distance to the bright star *Aldabaran*,—in order to capture this vision of 1899. It is the Electrical Jobbers' Convention of 1899, which was held at Gloucester, N. J., with Theodore Beran of the General Electric Company as president.

Note in the picture the following, whose names are identified through the youthful memory of H. B. Kirkland, of the Society for Electrical Development:

Front Row—H. C. De Camp, Suburban Underwriter; T. H. Bibber, Triangle Conduit Company; †H. N. Palmer, Phillips Wire Company; H. B. Kirkland, American Wiremold Company; Mr. Horn, Horn & Brannen Mfg. Company; Mr. Wilkins, Partrick, Carter & Wilkins; Theodore Beran, General Electric Company; Harry Kepler, Walker & Kepler; Chas. Price, Pettingell-Andrews Company; John Gorman, Manhattan Electric Supply Company; S. B. Swift, New Orleans; Mr. Poole, Boston, Mass.; †H. B. Cutter, Cutter Electric & Mfg. Company.

Second Row—Frank S. Price, Pettingell-Andrews Company; †H. C. Roberts, H. C. Roberts Company; Mr. Stevens, Keystone Instrument Company; J. C. Way, R. Thomas & Sons Company; W. O. Turner, C. S. Knowles; †P. M. Fletcher, Fletcher Electric Company; Harry Isetel, Sprague Electrical Works; L. P. Clark, L. P. Clark Company; Unidentified; Unidentified; Unidentified; †F. W. Cramphorn, Pettingell-Andrews Company.

Third Row—†Geo. W. Vallee, Vallee Bros. Electric Company; Harry Lucas, Philadelphia Electric Company; Frank Sweeten, Vallee Bros. Electric Company; H. T. Paiste, H. T. Paiste Electric Company; Norman Marshall; Frank H. Stewart, F. H. Stewart Electric Company; Unidentified; †Mayor Thompson, "Duke of Gloucester"; †Henry Thompson, General Electric Company; Unidentified; †Mr. Thrump, Novelty Electric Company; G. Brown Hill, Doubleday-Hill Electric Company; †Henry Stanley, National India Rubber Company.

Back Row—Garry Vallee, Vallee Bros. Electric Company; E. Ward Wilkins, Partrick, Carter & Wilkins; W. B. Abeley, Electric Gas Lighting Company; Mr. Tapley, Government Printing Office. † Deceased.

New Merchandise to Sell and W

This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.

Electric Clock

Electrical Merchandising, June, 1925

No special wiring is required for the "Telechron" electric clock pictured,—a product of the Warren Clock Company, 1140 Little Building, Boston, Mass., for it is made for operation from the ordinary light circuit by merely "plugging in" at the most convenient outlet. The clock is made of cast bronze finished in verde antique. Intended retail price, $16.

Lighting Fixture

Electrical Merchandising, June, 1925

Shaped like an inverted mushroom, the glass bowl of the new fixture I624-479 of the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago, extends above the metal ring so that a portion of the light is diffused upward, resulting in a bright ceiling. A single, large wattage Mazda C lamp supplies the light. The unit was designed for use in fine stores, offices, hotels, theaters and other places calling for a decorative fixture. The cast brass ornamental ring, of Italian Renaissance design, is rich in detail, the manufacturer explains, and affords opportunity for the effective use of color.

½-in. Drill

Electrical Merchandising, June, 1925

Another recent product of the Hisey-Wolf Machine Company, Cincinnati, Ohio, is the ½-in. drill with spade and side handles. The end cover carries all pressure applied to the spade handle and being independent of the motor and motor bearing, relieves them of all strain. This construction also affords convenient access to the carbon brushes for adjustment or renewal by the removal of three screws. The standard equipment includes ½-in. Jacobs drill chuck, cable and plug. Intended price, $58.

Portable Electric Heater

Electrical Merchandising, June, 1925

"Scat-R-Heet" is the name of a portable heater now being manufactured by the Electrical Appliances Division of the Thos. J. Corcoran Lamp Company, Winton Place, Cincinnati, Ohio. As its name implies, the heater is designed to scatter a volume of heat in a fan-shaped spread for a great distance instead of sending out a concentrated beam of heat which is sometimes uncomfortably strong at close range. It stands 13¾ in. high and the diameter of the reflector is 11¼ in. The heater is made for use on 110-volt circuits and consumes 600 watts. It is equipped with finger hook for convenient hanging.

Combined Bracket and Outlet

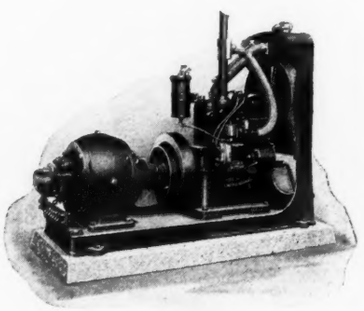
Electrical Merchandising, June, 1925

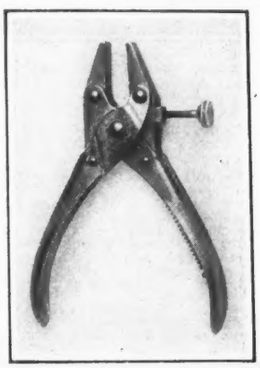
A few months ago we described in this section a new combination bracket and outlet, made by the Markel Lighting Fitments, Inc., 41 East Eagle Street, Buffalo, N. Y., formerly known as the Buffalo Chandelier Corporation. A new model of bracket, of more ornamental design, has now been announced by the company. For bedroom use the new bracket is finished in old ivory and is made to retail at $6. For use in other rooms, a new "Delpardo" or gray polychrome finish is employed. This bracket is listed at $7. In rooms where more than one bracket is desired but extra outlets are not required in all the brackets, a "One-4-One" bracket has been designed without the extra convenience outlet. This model is listed at $5.50 and, in the "Delpardo" finish, $6.50.

Farm Light and Power Plant

Electrical Merchandising, June, 1925

Users of small farm light and power plants very often wish to increase the capacity of their plants for they soon learn to use more current than small plants can produce, says the Matthews Engineering Company, Sandusky, Ohio, in introducing its new Model 3F power and light plant. This new 3F model was designed for just such installations and for use by dairy farms, small hotels, small resorts, wayside garages and other places where power as well as light is desired. The unit can be built in both the 32-volt and the 110-volt type, d.c. It is full-automatic, starting itself when the battery becomes 15 per cent discharged and automatically stopping when the battery is charged to full capacity. It operates on gasoline and is built only for use in conjunction with a storage battery.





Hand-Vise Pliers

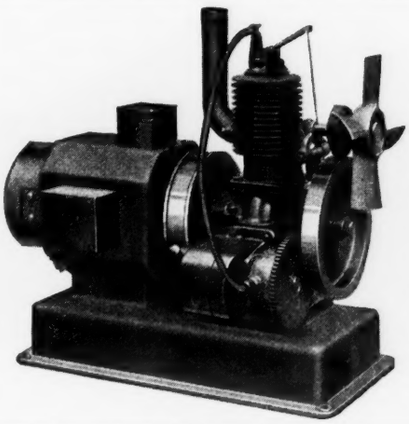
Electrical Merchandising, June, 1925

By means of a thumb-screw lock, one or more objects may be held firmly in position in the new "Bernard" hand-vise pliers of the William Schollhorn Company, New Haven, Conn., after the hand pressure is released. It is designed for use where several operations are to be done without releasing the work, such as filing keys, for gripping rod stock that must be rotated while being filed and for holding two pieces of metal in fixed position for soldering. When the thumb screw is unscrewed the full length, a pair of pliers for ordinary use around the bench or automobile is provided.

Where to Buy It—

Latest Developments Gathered by the Editors

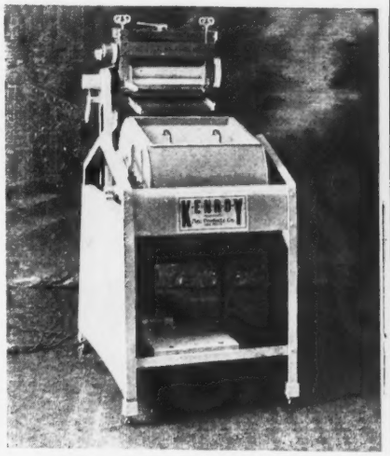
It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Power and Light Plant

Electrical Merchandising, June, 1925

In this electrical era there are few farms and isolated residences whose owners are not interested in electrical service. One plant now being marketed is that of the E. I. Pearson Corporation, 2960 Jessamine Street, Cincinnati, Ohio. The plant is entirely automatic and requires no attention but the refilling of the fuel tank. The outfit consists of a direct-connected gas engine and generator. The over-all length is 22 in. the height, 18 in. and the width, 16 in. The weight is about 125 lb. A specially-designed Sangamo meter is used to regulate the starting and stopping of the engine, so that the batteries are always fully charged. Model A has a rating of 90 to 110 a.h., Model B, 180 to 200 a.h. Intended retail price, $250, complete with batteries.



Oscillating-Type Washer

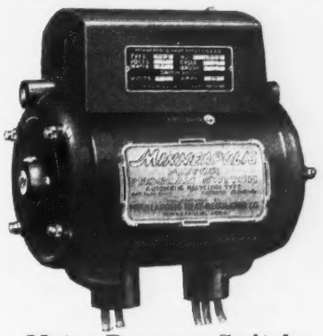
Electrical Merchandising, June, 1925

The Mac Products Company, Erie, Pa., is marketing an oscillating-type washer, known as the "Kenroy," with six sheets capacity. This machine, it is declared, has a special new type of oscillating device in the bottom of the tub. All moving parts are enclosed and there is a wringer attachment equipped with a reversing lever to allow for reversing the action of the wringer at all times. The machine is driven by a ¼-hp. Westinghouse motor. The finish is in gray enamel.

Device to Eliminate Headlight Glare

Electrical Merchandising, June, 1925

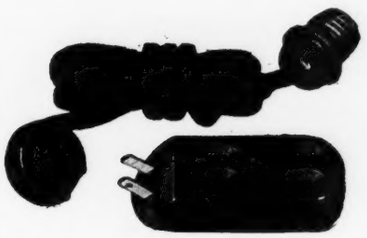
Constructed similar to a shutter, the new "Noglare" device of the Noglare Manufacturing Company, 22 Quincy Street, Chicago, is made to fit inside the headlights, being easily attached on any make of car. It is made of steel, finished white inside and light green outside. Best results are obtained, the company suggests, by placing the "Noglare" horizontally, throwing the full light down on the road. Intended retail price, $1 per set.



Motor Program Switch for Furnace Control

Electrical Merchandising, June, 1925

The new motor program switch of the Minneapolis Heat Regulator Company, Minneapolis, Minn., is recommended by its manufacturer for use on oil burners which require a definitely timed and set program of operations in the starting and stopping of the burner. It is designed to be operated by low voltage thermostats, with either room or boiler control, or in combination. It can be furnished with either one or two electrical switches, each of 10 amp. capacity. A new and important development, it is pointed out, is presented in the recycling model of the switch, providing a means to completely recycle the switch after any interruption in the power circuit, re-igniting the burner by putting the program switch through its complete ignition cycle. This new feature, the manufacturer explains, is of the utmost importance with burners utilizing expanding gas pilot flames or electric ignition. The switch motor is of the repulsion type, 110-volt, 60-cycle, single phase, a.c.



Duplex Receptacle for Wired Furniture

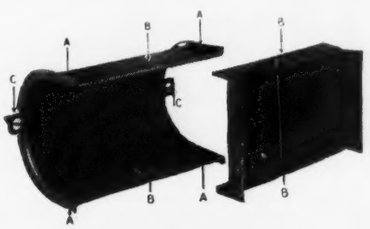
Electrical Merchandising, June, 1925

Now that the convenience of wired furniture has been established, there are many wiring accessories designed for installation right on the furniture. The Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, is making an electrical furniture attachment—the "Furni-Tap" which may be either mounted permanently to the underside of a table, bed or dresser, or laid on top of the table or tea wagon. The "Furni-Tap" is a duplex receptacle for standard parallel blade attachments. The slots are polarized and are made to receive two parallel blade attachments side by side. Intended retail price, complete with connector body, 8-ft. cord and swivel attachment plug, $1.75. "Furni-Tap" only, 60c.

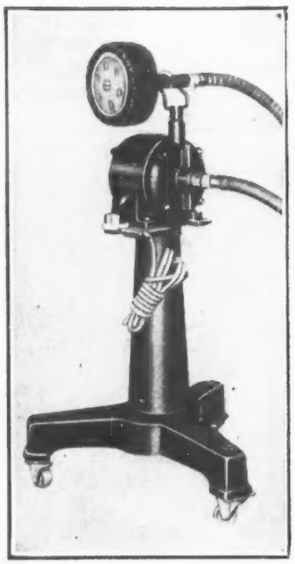
Trough for Service Entrance Switches

Electrical Merchandising, June, 1925

The Johns-Pratt Company, Hartford, Conn., has developed a new type of trough for connecting adjacent "Noark" service entrance switches. The trough, as heretofore, is designed for fitting into U-shaped knockout openings in the switch cabinets. Right angle flanges are provided at the ends and two guides are stamped into the trough at each end. The trough is merely slipped into the U-shaped openings of the adjacent cabinets, the flanges and the guides engaging the walls of the cabinet on either side. The trough has a large cross-section providing a roomy duct in which to run the service bus wires.



New Merchandise to Sell and Where to Buy It—



Electric Buffing Equipment

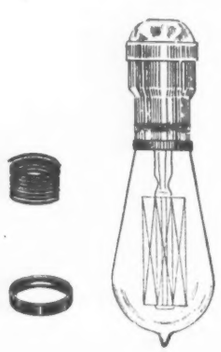
Electrical Merchandising, June, 1925

Electricity serves some need in every industry. Here is an illustration of a portable electric lacquer finish buffer designed for use particularly in buffing lacquer on automobile bodies and for use on repaint jobs. The machine consists of a heavy pedestal mounted on ball bearing casters with a ½ hp. motor with swivel for placing in any position. The shaft is connected direct to motor and operates at a speed of 1,750 r.p.m. While the equipment is furnished with a soft polishing drum and special lacquer polishing sleeve, it can also be used for grinding and wire brush work. The same machine is also furnished with a mounting specially designed for the repaint shop. It operates from the ordinary lighting circuit.

Lock for Electric Light Bulbs

Electrical Merchandising, June, 1925

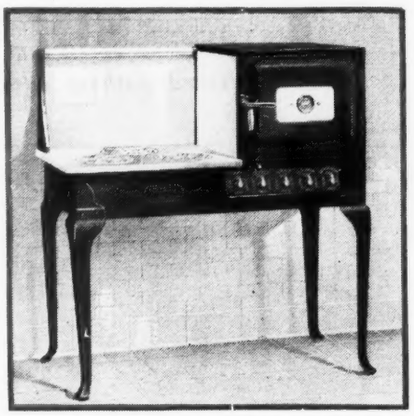
To prevent theft of electric light bulbs, the Ren Manufacturing Company, 534 Main Street, Winchester, Mass., has brought out the "Ren-Lock" device, on which patents are pending and trademark has been registered. The "Ren-Lock" consists of only two parts, a coiled spring and a grooved ring. A special punch is used to attach the device to the socket. The lock can be used with standard electric light bulbs and standard brass, porcelain and weatherproof sockets.

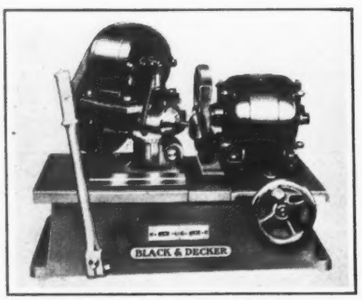


Electric Range

Electrical Merchandising, June, 1925

Apartment-house dwellers and small-home owners need not forego the convenience and satisfaction of electric cookery because of space limitations for the Rutenber Electric Company, Marion, Ind., has designed a small range—No. 99—which will fit the small kitchen. It requires a floor space of 22 in. x 44 in. The range has three Clover Leaf surface units, 1,200-600-300 watts capacity; one broiler unit, 1,200-600-300 watts capacity; and one baking unit, 880-440-220 watts capacity. It is furnished for 110-220-volt, three-wire systems, a.c. or d.c. and for 220-volt, two-wire systems. The oven lining and elements are removable. The finish is black japan and white porcelain enamel. Intended retail price, $99.





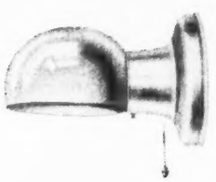
Valve Refacer

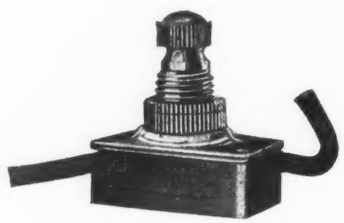
Electrical Merchandising, June, 1925

One of the important features of the new valve refacer of the Black & Decker Manufacturing Company, Towson, Md., is the fact that it is operated with two electric motors instead of one. The two motors, it is pointed out, do radically different work and operate at different speeds. The use of belts or flexible shafts is thus eliminated. One of the motors drives the grinding wheel at 3,450 r.p.m. and the other operates the work spindle through a gear reduction giving the final speed of 430 r.p.m. The valve is held by means of a collet and three of these, $\frac{5}{16}$ in., $\frac{3}{8}$ in., and $\frac{7}{16}$ in., are furnished as standard equipment with the machine.

Side Wall Bracket

For use in corridors, stairways and washrooms of public buildings, hospitals, hotels and in private residences, the Quadrangle Manufacturing Company, 553 West Monroe Street, Chicago, has brought out a new porcelain enamel side-wall bracket. It is an addition to the company's line of porcelain-enameled ceiling units. Colored or tinted porcelain finish may be had on special order. The intended retail price of the new bracket, known as Catalog No. 527, is $2.30, without switch; $3.30 with switch.





Canopy Switch

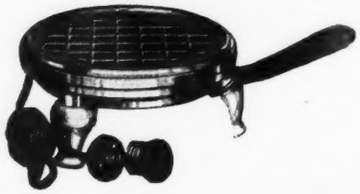
Electrical Merchandising, June, 1925

The Circle F Manufacturing Company, Trenton, N. J., is announcing a new canopy switch, designed for use with shallow spun or cast canopies. Type 1850 is made with short stem (¼ in.) for stamped canopies while No. 1851 has long stem (⅜ in.) for cast canopies. The stem of the switches slips ⅜ in. hole—27 threads per inch. The switches are fitted with 6 in. of No. 18 B. & S. stranded rubber-covered fixture wire, extending from sides. For longer wires, 4½c. per ft. is added for each conductor. Brush brass is the standard finish, although other finishes may be obtained. The switches can be put in position without removing the cap or knob. Intended list price No. 1850, 60c.; No. 1851, 65c.

Combination Hot Plate and Toaster

Electrical Merchandising, June, 1925

One of the new numbers of the new "Ev'ryday" line of electrical appliances of the Marion Electric Corporation, Marion, Ind., is a combination round hot plate and toaster. It is built on generous proportions—3½ in. high, with a grid 7⅜ in. wide. The black baked-enamel handle is instantly attached or removed. The heating element is No. 21 gage Chromel, operating on 110 volts, 550 watts. Each hot plate is furnished with 6 ft. of standard approved heater cord and separable two-piece attachment plug. Intended retail price, $2.50.



—Latest Developments Gathered by the Editors

Percolator with Safety Fuse

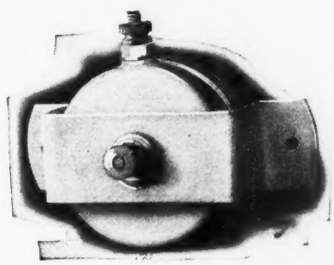
Electrical Merchandising, June, 1925

One of the features of the new percolator announced by the Dover Manufacturing Company, Dover, Ohio, is the Vea "No-Burn-Out" heating element. The element, protecting fuse and terminals are assembled as one rigid piece which is easily removable by loosening two screws. By reason of this feature, the company explains, no factory servicing is necessary. Under the Dover insurance policy, packed with every percolator, the element is replaced free of charge if it ever burns out. The percolator is made of nickeled copper, with black rubberoid handle and has aluminum coffee basket with spreader plate, non-breakable glass top and 6 ft. silk cord. Intended retail price, 6-cup size, $8.50; 9-cup size, $10.

Tail Light Signal Device

Electrical Merchandising, June, 1925

A clear buzzing sound, easily audible but not too loud to be objectionable, tells the automobile driver that the tail light is out. This signal is given by the "Telatail," a new device brought out by the Telatail Company, Sayre, Pa. It is a small, round, diaphragm-type buzzer, measuring but 2¼ in. in diameter which can be installed in any convenient place on the car, either on the front of the dash, or the frame under the floor boards or on the sill of the body. Installation requires only the cutting of the tail light wire, attaching the two ends to the binding posts of the "Telatail" and grounding. The device operates only when the light switch is turned on. Intended retail price, $1.



Lamp Shades

Electrical Merchandising, June, 1925

An Old World charm pervades the new lamp shades designed by the Walter Schwerer Studios, Chester Twelfth Building, Cleveland, Ohio, for on a background of mellowed vellum is mounted an old French, German or Godey print, framed in a pen and ink border. The print is outlined with gold tinsel ribbon and the shade itself is bound at top and bottom with velvet.

The "Mary Louise" shade (patent applied for) shows a panel on which is painted an old-fashioned girl, her gown being fashioned of ribbon and lace, appliqued to the vellum shade.

In addition to these shades there are others showing the now-popular ship designs.

Combination Curling Iron and Hair Dryer

Electrical Merchandising, June, 1925

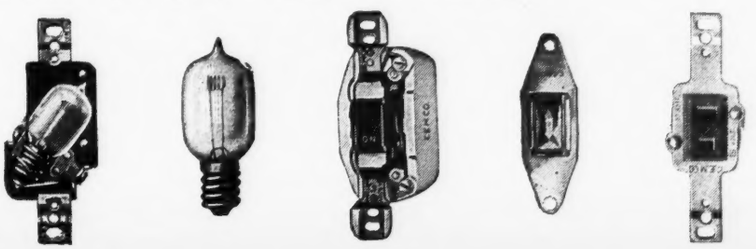
The Russell Electric Company, 340 West Huron Street, Chicago, is making a combination curling iron and hair dryer. There are two separate appliances, the hair drying comb and the curling iron. The comb is made of a one-piece aluminum die casting. The heat is applied on the hair itself and does not dry out the scalp. The curling iron is the D-31 model, 10 in. over-all, with detachable clamp and patented snake mouth grip. Both articles have ivory plugs and handles and white silk tinsel cord and are packed in an attractive variegated crimson silk-lined box. Intended retail price of combination, D-2131 (105-115 volts), $7.

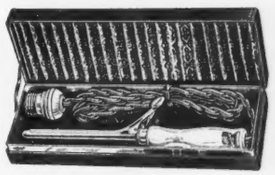
Fittings for Wiring Conveniences

Electrical Merchandising, June, 1925

The Connecticut Electric Manufacturing Company, Bridgeport, Conn., has developed a new idea in wiring convenience, by means of which it is possible to "hook-up" any combination of switch, receptacle or pilot light by using ganged bakelite toggle plates which can be furnished up to twelve gangs.

"The flexibility of this 'Make Your Own' idea will appeal to the electrical trade," says the company, "because a demand for a special combination can be supplied at short notice right off the shelf." The fittings, which include toggle switch, receptacle, and bull's eye and receptacle for pilot light, are all interchangeable.

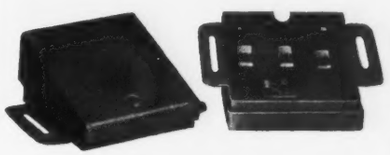




Curling Iron

Electrical Merchandising, June, 1925

A curling iron is not just a curling iron to the woman purchaser. It is something for personal use and, like other boudoir fittings, must be thoroughly feminine. The new curling irons of the Russell Electric Company, 340 West Huron Street, Chicago, besides the general constructive features, are attractive in appearance. They are supplied in two finishes, white ivory with white ivory handle, thumb button, white silk cord and white plug; and with rosewood finish with brown silk cord. The irons are made in different sizes, with retail prices of $3.50 and $4. The De Luxe professional type waver is listed at $5. The box in which each iron is packed is dark green in leatherette finish with variegated crimson silk lining.



Foot Switch

Electrical Merchandising, June, 1925

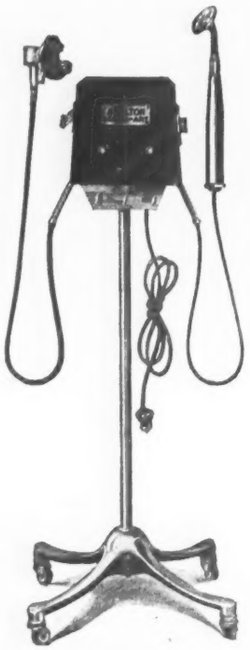
Automobilists especially will be interested in the new X-C. E. L. foot switch brought out by the Commercial Engineering Laboratories, Inc., 7511 Kensington Street, East End, Pittsburgh, Pa., for this new device is designed to contribute to driving convenience by providing foot control of stop lights and direction signals, leaving the driver's hands free. The switch is also suggested for use as a buzzer or call signal and in connection with burglar alarm systems, along with many other applications. It is particularly adapted to bank protective apparatus, the company points out, for it requires two sources of current as a precautionary measure. The switch is so constructed that when connected in a certain way, the two circuits provided can only be operated alternately, thus permitting the use of dry cells for one source of current and the house-lighting circuit, through a bell-ringing transformer, for the other. Intended price, $1.25.

Fixture Connector

Electrical Merchandising, June, 1925

To connect small wires without solder the H. B. Sherman Manufacturing Company, Battle Creek, Mich., has a fixture connector which can be used by electricians for fixture hanging and similar work and for radio work as well. It will serve the purposes, the manufacturer points out, of aerial connection, ground wire extension, multiple headsets, two loudspeakers combined, etc. Intended list price, 2 for 15c.

New Merchandise to Sell and Where to Buy It—



Massage and Violet Ray Machine

Electrical Merchandising, June, 1925

"Derma Art" is the name of a new machine that combines all forms of massage, violet ray and high-frequency treatments given by specialists. Chiropody and hair cutting attachments can also be had. This new machine is made for dermatologists, hair specialists, barbers, skin specialists, electrotherapeutists, chiropodists and for the use of hairdressers, masseurs and the medical profession. The manufacturer is the Shelton Electric Company, Chicle Building, Long Island City, N. Y. Intended price, $100.

Fan

Electrical Merchandising, June, 1925

The United Electrical Manufacturing Company, Adrian, Mich., is now marketing the "Eskimo" 8-in. electric fan which has universal motor, 25 to 60 cycles, 110-120 volts. It has self-lubricating oil wicks and is finished in black japan. Intended retail price, $5.50.

Luminous Alphabet Lamp

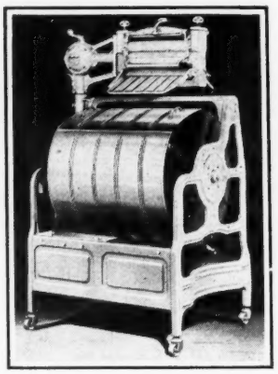
Electrical Merchandising, June, 1925

The message of a sign or display may be changed at will when the luminous alphabet lamps of the Luminor Sign & Lamp Company, Strand Building, Yonkers, N. Y., are used. These lamps are furnished in all letters, numerals and characters and any message may be changed easily and immediately by simply changing the lamps. The lamps are made for voltages of 100 to 110 and 111 to 124. Standard lamp stands, in all lengths, can be obtained. The lamps are simply screwed into the sockets in the stand, forming any desired word or message.

Oscillator-Type Washer

Electrical Merchandising, June, 1925

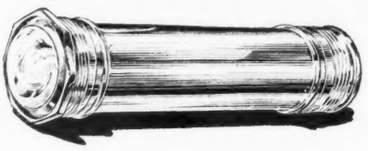
While retaining its original oscillating principle, the new Model AA1 washer of the Coffield Washer Company, Dayton, Ohio, incorporates refinements in design and operation. One of its outstanding improved features is the new all-metal wringer. Pressure on the long, "Paralastic" rolls is varied by a turn of two pressure hand screws which control the coil springs. A positive safety release relieves pressure on the rolls instantly. The "touch-o'-thumb" water shutter and two stationary drain boards of stainless metal are exclusive Coffield features, the manufacturer points out. The finish is gray enamel. No change in retail price is contemplated.

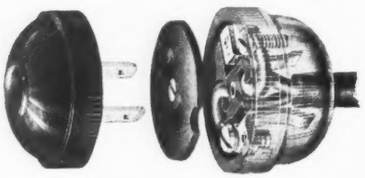


Flashlight

Electrical Merchandising, June, 1925

The bulb assembly of the new Yale No. 2502 flashlight is made to fit either end of the flashlight. For a flash contact, it is merely necessary to press the end-cap; for a steady beam, the end-cap is turned onward. The flashlight is composed of only seven parts—all interchangeable. It uses Edison Mazda lamp. Nickel-plated finish. Manufacturer: Yale Electric Corporation, Brooklyn, N. Y. Intended retail price, with two Yale Mono cells, $1.





Cord Connector

Electrical Merchandising, June, 1925

As will be seen from the accompanying illustration, the new cord connector of the Beaver Machine & Tool Company, Newark, N. J., is made by using only two pieces of molded insulation, including the standard attachment plug cap. One section is a standard attachment plug cap; the new part is here shown in skeleton view. The manufacturer calls attention to the unusual strain relief features of the new device, the double or laminated phosphor bronze contacts and to its ease in wiring.

Searchlight With Removable Focusing Cap

Electrical Merchandising, June, 1925

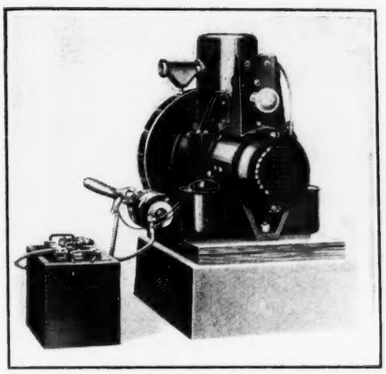
"That it bores a 300-ft. hole into the night" is said of the new "Niagara-99" searchlight by its manufacturer, the Niagara Searchlight Company, Inc., 3 Waverly Place, New York City. The focusing cap is removable so that the searchlight may be stood upright on a table and used as a candle if desired. The new type switch is at the base of the light; by turning the end-cap to the right a permanent contact is made; turning the cap to the left shuts off the light. The bulb is a Mazda No. 14; the battery recommended is the Niagara No. 422, two-cell type. Intended retail price, $2.

All-Porcelain Receptacles

Electrical Merchandising, June, 1925

Pass & Seymour, Inc., Syracuse, N. Y., is announcing a new line of all-porcelain receptacles which includes three groups: receptacles for 3½ and 4-in. boxes; 3¼-in. box receptacles and deep recessed-back receptacles for the unusual situation. In each group are the chain and cord type for ceiling lights; insulated chain type for side wall lights; and the keyless type for wall switch control. The porcelain shade holders and the porcelain rings are threaded to turn on the heavy metal lamp shell which extends through the porcelain cover, providing a compact unit. The porcelain ring is designed specially for ball lamps and the new ball lamp shade. Omitting the shade, the company explains, does not mar the finished appearance of the receptacles.

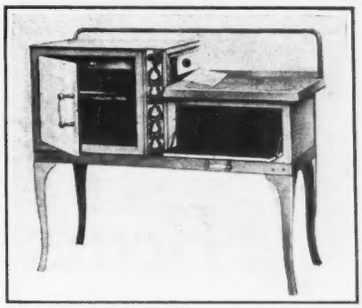
—Latest Developments Gathered by the Editors



Light and Power Plant

Electrical Merchandising, June, 1925

The new Model No. 625 light and power plant of the Delco-Light Company, Dayton, Ohio, is a standard, 600-watt, 32-volt, non-storage battery plant, completely equipped with Delco starter and Exide starting battery. An ordinary push button, located at a convenient place in the house, or at the plant, stops the plant at will, when current is no longer required. The intended price of this new model is $195, f.o.b. Dayton, Ohio. Completely installed in the home, ready for use, $248. This installation includes the generating unit with starter, 6-volt starting battery, set-up of plant, wiring house for five outlets, standard set of five fixtures, complete with bulbs, all necessary supplies and prepaid freight east of the Mississippi.



Range

Electrical Merchandising, June, 1925

The Simplex Electric Heating Company, 85 Sidney Street, Cambridge, Mass., is announcing a new electric range which is made in three models. Models 82 and 83 require a floor space of 53x22 in. and have 3 hot plates, 8 in. diam., 1,200 watts each. There is also a broiler unit of 2,000 watts and an oven heater of 1,200 watts. The total load is 6,800 watts. The only difference in these two models is the right and left-hand oven, which is also the case with Models 84 and 85 and 86 and 87. Model 84 is similar to 82 except that it has a hot closet in addition to three hot plates, oven and oven broiler. Models 86 and 87 have four hot plates, oven and oven broiler, separate broiler and hot closet. The finish is gray and white enamel. Intended retail price, No. 82, $185; No. 84, $200; and No. 86, $250.

Percolators

Electrical Merchandising, June, 1925

A four-cup and an eight-cup percolator have recently been added to the "Marion" line of electric household servants, made by the Rutenber Electric Company, Marion, Ind. The percolators are made of aluminum, highly polished and buffed, and have visible glass top so that the progress of percolation can be seen at all times. They are made for use on 110-volt circuits but 220-volt types may be had if desired. The wattage is 325. Intended retail price No. 264 (four-cup) and No 256 (eight-cup), $6.25 and $7.25 respectively.

Stove

Electrical Merchandising, June, 1925

For comfort in warm-weather cooking the electric stove has no equal. The National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill., is featuring at this time its No. 100 "White Cross" two-burner stove as well as its one-burner and three-burner models. The stoves are made of sheet steel, finished in black enamel, trimmed with nickel. They are equipped with an indicating rotary switch on each burner and draw 5.5 amp. A standard-length asbestos-lined cord and two-piece plug are included. Intended retail price of one-burner stove, $3.80; two-burner, $6; and three-burner, $8.

Grill

Electrical Merchandising, June, 1925

Three cooking operations at once are performed by the new "Triplex" grill of the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, a new Hotpoint appliance. It is a lamp socket device and its special design permits toasting in the center of the unit and at the same time, cooking above and broiling below so that an entire meal may be prepared simultaneously. It is furnished complete with deep and shallow pans, egg poacher, toasting rack and baffle. Finished in nickel. A die-cast aluminum waffle iron is also available as an accessory. Intended retail price of the grill, $13.50.

Suction Mop

Electrical Merchandising, June, 1925

The Western Electric Company, 100 East Forty-second Street, New York City, calls attention to the fact that its suction mop, mentioned on page 5308 of the May issue, is not furnished free with its No. 14 straight-air cleaner, but is an accessory for the Western Electric No. 12 motor-driven brush cleaner only.

Fireplace Logs

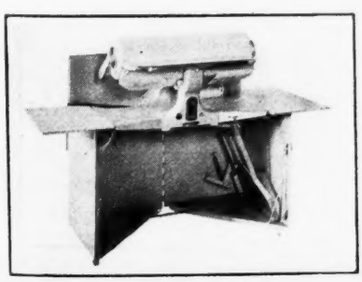
Electrical Merchandising, June, 1925

All the joy of the open fire may be obtained electrically, even to the dancing flames, with the new electric logs of the Display Stage Lighting Company, 334 West Forty-fourth Street, New York City. These logs are made to fit any type or size of opening, from two to more than six feet in width and either shallow or deep. A universal motor, operating from the ordinary lighting circuit, revolves a cylinder on which flames are painted in natural colors, thereby giving the effect of flickering flames in ever-changing lights. These logs are made in any style desired, crossed logs, piled logs, etc.

Ironer

Electrical Merchandising, June, 1925

The "Wonder" ironer of the Prachar Manufacturing Company, 2101 Superior Avenue, N. W., Cleveland, Ohio, is made in two sizes—with 46 in. and 26 in. roll. The larger model has connections for heating by gas or electricity. The smaller ironer is not only operated by an electric motor but is electrically heated as well. The ironer has open end, automatic safety guard, lever control of roll and is operated by merely touching the knee against the rod. The finish is gray enamel with white porcelain enamel receiving board.



Ironer That Folds Into Cabinet

Electrical Merchandising, June, 1925

Objections to the electric ironer on the score that it consumes too much valuable space in the small home have been over-ruled by the new "Ironrite" cabinet ironer brought out by the Sperlich & Uhlig Company, Detroit, Mich. The ironer is electrically heated and operates on 110 to 120 volts. The motor is universal in type. The heating elements and motor together take 10 amp. at 120 volts and the ironer may be operated from any convenient outlet, no special wiring being required. The roll is 24 in. wide and is open at both ends. A touch of the knee automatically lifts or drops the roll. When not in use the ironer folds into its own cabinet, forming a table or stand 16x18 in.

The fact that The Hoover *Beats* and *Sweeps*, in addition to Air-cleaning, is as great an aid in *selling* The Hoover as it is an advantage in using it.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

Saving Perplexed Customers from Doubtful Selection

There are very few home-owners who can step into a dealer's store and decisively and easily select fixtures for the new or remodeled home. No matter how carefully their minds are made up regarding the type of fixtures to be finally chosen, there is always an ultimate weakening and some other lighting equipment is chosen, perhaps hurriedly and confusedly from the dealer's well-assorted stock.

To reduce the customer's problem of selection to a minimum, the Lightolier Company, 569 Broadway, New York City, has instituted what is known as "The Decorator Installation" which contains complete lighting equipment for a 7-room house. The seventeen fixtures making up this installation are the result of the combined efforts and judgment of an architect, an interior decorator and a lighting fixture expert, thus insuring suitable and adequate lighting equipment for the home.

Repeated experiences, says the Lightolier Company, in a recent issue of "The Lightolier Link," have proven that "The Decorator Installation" sells complete (or perhaps with an occasional substitution of one or two fixtures) with far less difficulty than when the customer is permitted to build up a similar selection of fixture by fixture.

Working with the Seasons for Profit

Nearly all electrical appliances may be classed as warm-weather appliances for the simple reason that labor-saving equipment although serving year-round use is more in demand in the summer season when the air is hot and sultry and the housewife has lost all ambition for physical effort.

One appliance that is always needed in the summer season is the water heater. "Now is water heater time," says the Standard Electric Stove Company, Toledo, Ohio, in a recent issue of "The Standard News." "In many homes, hot water is obtained in winter from coils in the furnace. When the furnace is finally shut down for the summer, some source of hot-water supply must be had. And the safest and easiest source is the electric water heater! *Now is the time to talk electric hot water service.*"

A special bulletin on water heaters has been prepared and may be obtained upon request.

"The Standard News" is issued monthly and deals with the merchandising of the "Standard" line. "This little publication is just one year old. We are pleased with the reception it has received and want to make it better," says the company in its May issue. "You can help us by telling us news that others should know, or send us a picture of a 'Standard' window trim or attractive store display, or a 'Standard' installation. We can't take pictures from here, but if you will send them in to 'The Standard News' we will print them and maybe thus help others."

Other sales helps recently prepared by the company are a four-page leaflet showing thirteen "Standard" models, all white, and a cooker circular, A116, which shows all the cookers and light ranges. These are ready for distribution. Two other folders are in preparation as well as a reissue of the cook-book and catalog No. 14. All this material may be had upon request.

Artistic Window Cards Lend Dignity and Interest

Every merchant has a proper respect and appreciation of window cards. He knows how much they cost, in dollars and cents if he engages an artist, and in time and effort if he tries to make them himself. And he knows, too, that there is no question about the improvement an attractively-executed card gives a window display.

To help the dealer obtain good-looking show cards without an undue expenditure of time or money, the Edison Lamp Works has prepared a series of window cards that

Five cards from Set A are used in this window trim which is devoted to lighting. The cards, however, do not all contain lighting messages, for some of them are made for use with appliance displays, for radio trims and some, with messages of "We Repair Everything Electrical," "Wire Your House Now—a Wired House Is a Cheerful Home" and "We Do Complete and Dependable House Wiring" are intended to boost the wiring end of the business. There are cards for every type of window display.

Your market's ready!

Here they are—the thousands and thousands of housewives who know the story of Premier Duplex supremacy. They know the *double action* that gets all the dirt — the *ball-bearing* motor and brush that mean no oiling—the efficiency that *lasts a lifetime.* They know—and they're ready to buy. Who'll sell them?

Clinch these sales for yourself! Make immediate profits from immediate sales —and, at the same time, win from well-pleased Premier Duplex purchasers their steady, profitable patronage.

Premier Duplex

ELECTRIC VACUUM CLEANER COMPANY, INC.
CLEVELAND, OHIO

Manufactured in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto and Winnipeg, and the Canadian General Electric Company, Ltd., General Offices, Toronto.

may be had for a really nominal sum.

The cards are made up in two sets. Set A contains three cards 14 in. x 22 in.; four cards 11 x 14; eight cards 7 x 4; and eight cards 7 x 5½—a total of twenty-three colorful show cards. Set B contains the same sizes and number of cards as Set A, but with entirely different sales messages. Not only do the cards call attention to lighting, but electrical appliances are also featured; for instance, "Without obligation you can see how easy it is to do your own washing the modern way. Easy terms," and "Electric cleaners do the work better and give you more time for play." The cards are to be ordered direct from the Department of Publicity, Edison Lamp Works, Harrison, N. J. The sets are sold for two dollars each, that is four dollars for forty-six cards.

Sell Motor Oil to Fan Users

When the fans are stripped of their winter coverings and are placed in service for the summer months, users should see that they are properly cleaned and oiled. A fan that is supplied with good oil at frequent intervals will give better service and last many more seasons than one that is neglected.

Most users would oil the fan if they thought of it and many of those who do think of it do not have suitable oil at hand in a convenient oil can. The Emerson Electric Manufacturing Company, St. Louis, Mo., in a recent issue of "The Emerson Monthly" suggests that the dealer make a display of Emerson Motoroil, using, perhaps, a show card to induce fan users to take home a can of oil for the fan. These small cans of oil retail at 25c. and provide an added revenue during a season when profits are not pouring in.

New Lamp Carton Permits Easy Lamp Testing

Edison "Mazda" 100-watt lamps are now packed in an improved carton to facilitate lamp testing before each sale. The smaller lamps are not yet packed by this method, although a smaller carton is in preparation, the Edison Lamp Works announces.

With this new carton, it is not necessary to unwrap the lamp to test it; in fact, the lamp does not have to be removed for its base projects from the bottom of the carton and it is tested by simply placing the carton over a testing socket. An opening in the top of the box makes illumination visible when contact is made so that the customer may see that the lamp is in perfect condition. The rating is plainly visible for it is stamped at the top of each lamp.

Electric Iron Display

A little color and a picture or two work wonders in a window display. Even the electric iron, that household friend, needs a little touching up now and then to give it an added bid for popularity. Here is a three-piece display prepared by the Simplex Electric Heating Company, Cambridge, Mass. It measures 43 in. high and is printed in six colors. The display is free for the asking.

The Co-operative Electrical Supply House, 110 Mercer Street, New York City and 120 North Union Street, Chicago, has issued a new lighting fixture catalog, illustrating its line of residence-type and commercial fixtures.

The Frank Adam Electric Company, St. Louis, Mo., has issued its new panelboard catalog No. 35 which is being distributed only upon request. The catalog is very complete, showing the company's entire line of safety-type panelboards for two fuse and single fuse codes.

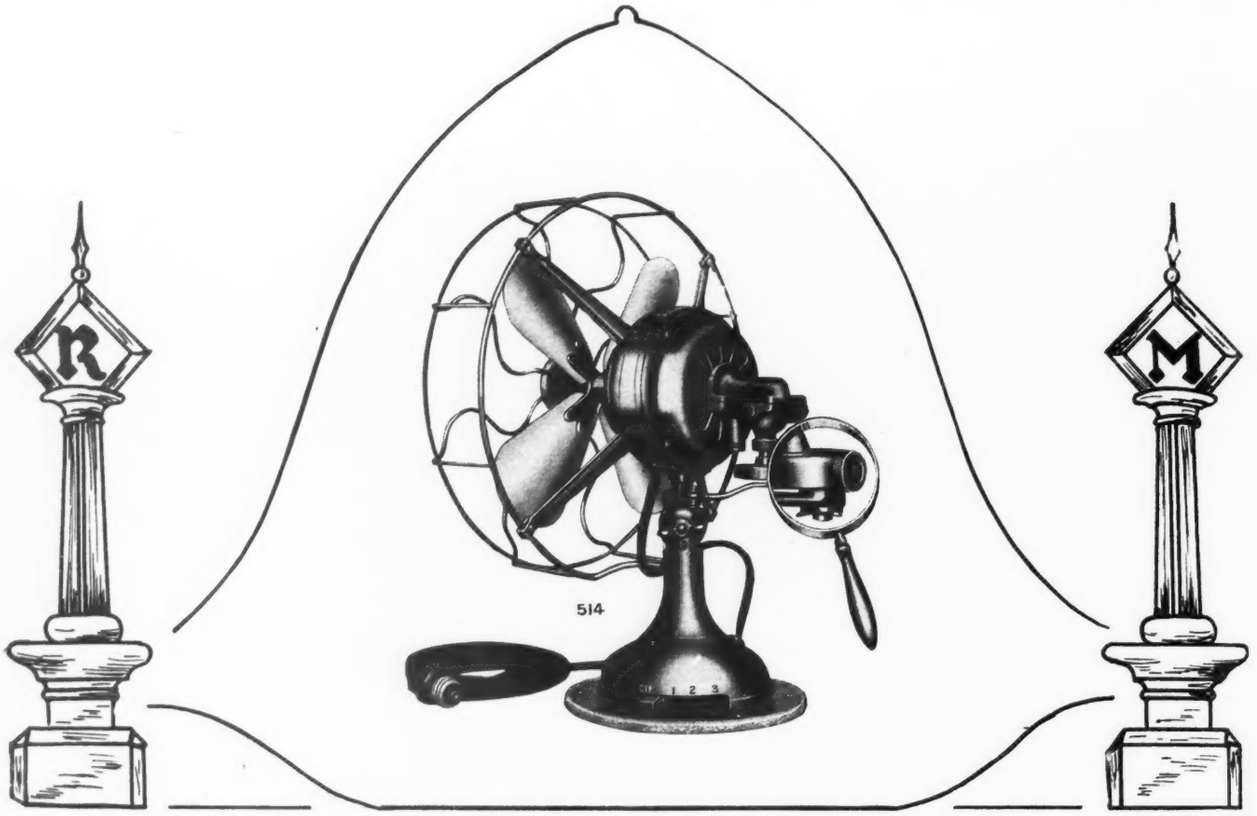
Movie-izing "Electricity in the Home"

Upon the lives and manners of womenfolk the stage has an all-powerful influence. Not a direct, forceful influence, oh, no; but a subtle, almost imperceptible one. For instance,—haven't you noticed the mannerisms of a favorite actress reflected in the women in the family after a thoroughly-enjoyed play or movie? Certainly! And the more sedate and the older women, don't they come home and create a gown that is intended to be a duplicate of that worn by the feminine movie character? Now, isn't the movie an excellent vehicle in which to get over the story of electrical convenience in the home?

One large central station in the East is turning this interest to good account. The Educational Extension Bureau of the New York Edison Company has prepared a series of motion pictures,—with modern, up-to-date settings, teeming with human interest. These pictures are at the disposal of dealers and organizations within its territory. The company furnishes free of charge, an operator, a portable projector, a fire-proof booth and a screen. All films used are on non-inflammable stock. When music is desired by clubs or social groups, piano accompaniment is supplied. The company will also provide a meeting room for any group or organization not having a satisfactory place for the projection of pictures. The same provision will be made for groups requesting demonstrations.

The films available for immediate use are: (1) "At Your Service,"

Here is a scene from the movie, "Seven Little Servants and What They Do." Can you count the many electrical appliances used in this up-to-date kitchen? Surely—there's the range, the ventilator, the refrigerator, the percolator, the dishwasher, the food mixer and the egg boiler—seven faithful little helpers who never tire.



This Little Knob on all R & M Oscillators Does the Trick

The oscillating mechanism on all R & M 9 in., 10 in., 12 in. and 16 in. oscillating Fans permits the degree of oscillation wanted to be readily attained by simply turning the knob on the propeller plate; or, it can in the same way be made non-oscillating. Not only is this feature a salient one of the R & M oscillator but it is exclusively R & M.

Some of the other outstanding features of the R & M line of Fans are attractive appearance, light weight, quiet operation, large volume breeze, rugged construction, low operating cost, and long life.

Write to our nearest Branch for full particulars.

THE ROBBINS & MYERS CO.

Springfield, Ohio **Brantford, Ontario**

BRANCHES

New York, 30 Church St.
Buffalo, 831 Ellicott Sq. Bldg.
Philadelphia, 1418 Walnut St.
Cleveland, 1239 W. Third St.
Cincinnati, 9-11 E. Third St.
Chicago, 1825 to 1829 Transportation Bldg.
St. Louis, 1524 Chemical Bldg.
San Francisco, 701 Rialto Bldg.

Robbins & Myers

showing the generation and distribution of electricity in New York City and the activities of the company during calls made upon it by fire and storm. (2) "Seven Little Servants and What They Do," which tells how a woman with an electrically-equipped kitchen can conquer her housework and have more leisure hours. (3) "Keeping Clean Electrically," deals with electrical cleaning devices and laundry equipment. (4) "Why Husbands Come Home," which is a story of a housewife who finds happiness by running a home with equipment as efficient as that found in the modern office.

The pictures are introduced by the company's lecturer. The film showings may be combined with specially prepared lectures or presented with the demonstrations of appliances which are given by experts from the company's bureau of home economics. The lectures are titled: "At Your Service," "History of Electric Lighting in New York City" and "Developments in Electrical Equipment for Housekeeping." Demonstrations of any appliances desired may be arranged for. "Understanding Your Electric Servants" would make a good preliminary demonstration for it includes an explanation of the principles of the proper operation of cooking and motor-driven appliances without overloading a circuit, meter reading instruction and an illustration of the various types of outlets.

Full information regarding this motion picture service may be obtained from the New York Edison Company's Educational Extension Bureau, Room 1612, 393 Seventh Avenue, New York City.

The P. A. Geier Company, Cleveland, Ohio, in its Special Spring Merchandising issue of "Royal Breezes" announces the new model K "Super-Royal" cleaner and tells about the unusual group of sales helps this company has prepared for its dealers. There is another Dutch Kiddie window trim using the Little Dutch Girl which was so popular last year, a series of three giant window posters, street car card, thirteen special demonstration cards, as well as a number of other "helps" which are available upon request. The company also offers a direct mail advertising plan, providing the mailing broadsides and paying postage in return for which the dealer is asked to follow up the advertising by personal solicitation.

The Circle F Manufacturing Company, Trenton, N. J., has issued a new folder on its shallow-type switches. The company is also distributing its new net price sheet, No. 35, applying to Catalog No. 8.

The Violet Ray for Youth and Beauty

To help its dealers lend attraction to violet ray displays, the Eastern Laboratories, Inc., 225 East Thirty-eight Street, New York City, has prepared an unusually artistic display background which is distributed free with six or more violet ray sets. The center panel contains an actual photograph mounted on a multi-colored background. The side panels point out that the violet ray is an aid to youth and beauty.

The Marion Electric Corporation, Marion, Ind., has ready new folders on three of its "Ev'ryday Electrical Necessities" the radiant heater, round hotplate and curling iron.

Nothing Like Motion for Window Displays

The passer-by ambling leisurely along is charitably inclined toward the displays to his right or left. It does not make much difference whether they're good or bad; he looks at them all. But the man or woman who walks with a purpose, as though some important mission were about to be accomplished—something more than a just-ordinary window is needed to get his attention.

Something that has lots of motion and color has been announced by the Russell Electric Company, 340 West Huron Street, Chicago. This "something" is a display which is used to illustrate an electric flat iron but which will later be applied to other "Hold-Heet" products. The display shows an attractive woman, life-size, in the act of ironing. The hand and arm holding the iron are ingeniously arranged to move back and forth in a natural movement. The oval panel carrying the wording "Iron with the Comfort Handle" is translucent and a flasher turns the message on and off as the iron slides over the clothes. The sign consumes 25 watts and is put in operation by simply connecting to any convenient light socket. The cut-out itself is lithographed in eight colors.

How About Your "Bride" Window Display?

Dealers who have not yet planned their June windows can obtain attractive "bride" display material from the Society for Electrical Development, 522 Fifth Avenue, New York City. A large background panel, 21½x31 in., in nine colors, will lend charm to any window and small cut-outs and window cards will call attention to the fact that electrical wedding gifts are appreciated by the prospective housewife.

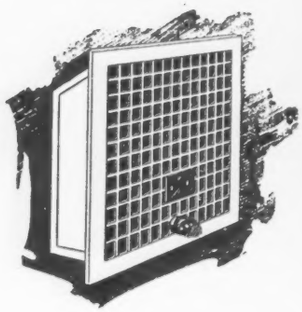
Two New Redmen

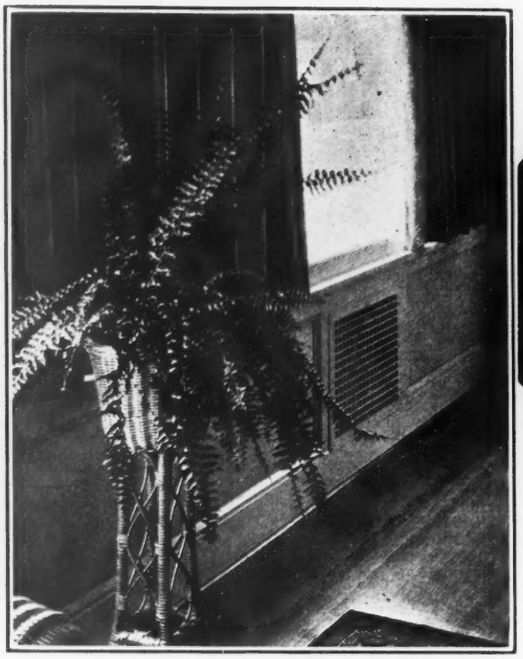
The Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, has prepared two new "Hotpoint" redmen for use with electric iron displays. The new figures are posed so that they make a right and a left display, pointing to the "thumb-rest" feature of the "Hotpoint" iron. In addition to these little redmen there is also an ironing cut-out figure and four window cards of the percolator, toaster, iron and waffle iron.

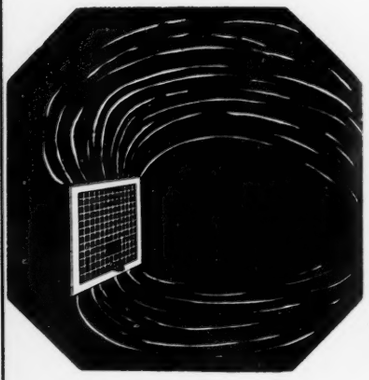
Pass & Seymour, Inc., Syracuse, N. Y., has issued a set of promotional literature on its new line of all-porcelain wiring devices. In addition to specification sheets, there are actual photographs showing this new line of receptacles, which are particularly adapted to use in the modern bathroom or other places where all white installations are desired. The material is enclosed in an attractive bright red folder.

Julius Andrae & Sons Company, Broadway and Michigan Street, Milwaukee, Wis., is distributing its new catalog, No. 58.

Here is the new moving and colorful display of the "Hold-Heet" iron. The Russell Electric Company is making a special merchandising offer through its jobbers whereby dealers may obtain one of these unique signs without cost.







Heet-Feet Electric Registers

Dealers! This is the device that, on sheer merit, put electric heat in 87 apartment houses—

It is true that the real success of this device can be measured in the number of installations that have been swung purely on the merit of the device itself.

It is a *thorough* system for apartments, private residences and hotels, not to mention such uses as for sun porches, bath rooms, etc.

The "Heet Feet" electric register occupies no floor space, is simple to install, and is infinitely superior in heating efficiency, convenience and luxury.

It is electric heating at its best.

We shall be glad to furnish details to any contractor, dealer or architect.

FOUR SIZES
(each with three heats)

Small—600 or 1200 watts
Small—1500 or 1800 watts
Large—2000, 2500 or 3000 watts
Large—3500, 4000 watts

We offer an especially good proposition to contractors and dealers on a line of heating devices that are decidedly alone in their fields. Check those that interest you, and mail this list to us. (no obligation whatever). Literature — and proposition will interest you.

- ☐ ***"Heet-Feet"*** Electric Registers.
- ☐ ***"Coppersert"*** Electric Water Heaters. The 100% practical boiler heater.
- ☐ **"100%"** Electric Radiators. A *real* heater. Not a reflector heater.
- ☐ ***Glue Pots***
- ☐ ***Cigar Lighter*** for home, office, cigar stores, etc. New in principle.
- ☐ ***"Electric Circulator"*** for warming auto motors on cold nights.

ELECTRIC HEATING & MANUFACTURING CO.
Westlake at Republican **SEATTLE, WASHINGTON**

News of the Electrical Trade

National Electric Light Association Meets at San Francisco

One of the most diversified and comprehensive programs ever arranged for a national convention of the National Electric Light Association has been prepared for the week of June 15 when electrical utility representatives numbering approximately 5,000 will gather at San Francisco from all over the United States and Canada for the forty-eighth convention of the association.

During the week many figures of national importance will address the convention. Among them will be F. W. Richardson, Governor of California, Honorable William M. Jardine, Secretary of the Department of Agriculture, L. J. Tabor, Master of the National Grange, Mrs. John D. Sherman, President, General Federation of Women's Clubs, Miss Julia Groo, winner of the first prize in the Home Lighting Contest, Col. William Kelly, former Chief Engineer of the Federal Power Commission, Edward N. Hurley, former Chairman of the U. S. Shipping Board, Hon. W. D. B. Ainey, President, National Association of Railway and Utilities Commissioners, W. H. Onken, Editor, *Electrical World*, Dr. E. A. White, Director, Joint Committee on Relation of Electricity to Agriculture.

Following is the program for the meetings of the Commercial National Section, of which W. R. Putnam, is chairman, F. D. Pembleton is vice-chairman, and George H. Jones, vice-chairman.

First Session

Tuesday, June 16

Address, Chairman, Commercial National Section, W. R. Putnam, Idaho Power Company, Boise, Idaho.

Announcement, Nominating Committee.

Report, Industrial Lighting Committee, Joseph F. Becker chairman, The United Electric Light & Power Company, New York, N. Y.

Report, Electric Cooking and Heating Committee, A. C. McMicken, chairman, Portland Electric Power Company, Portland, Ore.

Address, "Merchandising Electrical Appliances." Edward N. Hurley, chairman, Board of Directors, Hurley Machine Company, Chicago, Ill.

Report, Appliance Committee, Thomas W. Berger, chairman, The Philadelphia Electric Company, Philadelphia, Pa.

Second Session

Wednesday, June 17

Report, Customer Relations Committee, F. F. Kellogg, chairman, Duquesne Light Company, Pittsburgh, Pa.

Report, Electric Refrigeration Committee, G. E. Miller, chairman, the Cleveland Electric Illuminating Company, Cleveland, Ohio.

Report, Power Committee, V. M. F. Tallman, chairman, Charles H. Tenney & Company, Boston, Mass.

Address, speaker representing Power Committee.

Third Session

Thursday, June 18

Report, Nominating Committee.

Report, Transportation Committee, B. J. Martin, chairman, Commonwealth Edison Company, Chicago, Ill.

Report, Street and Highway Lighting Committee, E. W. Lloyd, chairman, Commonwealth Edison Company, Chicago, Ill.

Report, Lighting Committee, C. C. Munroe, chairman, the Detroit Edison Company, Detroit, Mich.

Coming Conventions

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, *Homestead Hotel, Hot Springs, Va., June* 1-6.

N. E. L. A. ANNUAL CONVENTION, *San Francisco, Cal., June* 15-18.

NATIONAL ELECTRICAL CREDIT ASSOCIATION, *Atlantic City, June* 6-7, *Philadelphia, June* 8-9.

NATIONAL ASSOCIATION OF LIGHTING EQUIPMENT DEALERS, NATIONAL COUNCIL LIGHTING FIXTURE MANUFACTURERS, AND ILLUMINATING GLASSWARE GUILD, JOINT CONVENTION, *Ambassador Hotel, Atlantic City, N. J., June* 17-19.

CAMP CO-OPERATION V, *Association Island, Henderson Harbor, N. Y., Sept.* 8-12.

ASSOCIATION OF ELECTRAGISTS, INTERNATIONAL, *West Baden Springs, Ind., Sept.* 22.

Electrical Supply Jobbers at Hot Springs

Following is the advance program for the Hot Springs meeting of the Electrical Supply Jobbers' Association at Hot Springs, Va.

Monday, June 1—Meetings of the Executive Committee, 2:30 and 8:30 p.m.

Tuesday, June 2—Meeting of Merchandise Committee in the afternoon and the Executive Committee in the evening.

Wednesday, June 3—General meeting of the association at 2:00, 4:30, and 8:30 p.m.

Thursday, June 4—Meetings, Morning Session, 9:30 a.m. with the following speakers:

Albert Wahle, President of Albert Wahle Company, New York, Subject: "The Distribution of Lighting Fixtures."

W. J. Canada, Chief Engineer of the N.E.L.A. Subject: "Codes and Ordinances."

Evening Session, 8:30 p.m. with the following speakers:

Alvin E. Dodd, Manager Domestic Distribution, Department U. S. Chamber of Commerce. Subject: "The Present Confusion of Distribution and Some Ways Out."

W. R. Herstein, Vice-president Wesco Supply Company, Memphis, Tenn. Subject: "Comparison of Electrical Supply Dealers Business with Other Lines."

There will be two additions, Earl E. Whitehorne of the McGraw-Hill Company and Joseph Fowler, President of the Association of Electragists, International.

Fixture Men at Atlantic City, June 17-19

June 17, 18 and 19 are to be "red-letter days" of the fixture industry, when the National Council Lighting Fixture Manufacturers, in conjunction with the National Association of Lighting Equipment Dealers, Illuminating Glassware Guild and Associated Lighting Equipment Salesmen will hold a joint convention at the Hotel Ambassador, Atlantic City.

Because all four branches of the Lighting Fixture Industry are here to be gathered, at the same time, and because there will be several joint sessions, when the views of all the branches of the industry will be presented, this convention promises to be of unusual importance and helpfulness.

The full program was printed in *Electrical Merchandising* last month and included such brass tack subjects as "The Fundamentals of Salesmanship as They Relate to the Lighting Equipment Retailer"; "Selling More and Better Fixtures"; and discussion on operating costs, overhead, etc.

Metropolitan Contractor Dealers Plan Outing

The Independent Associated Electrical Contractor Dealers of Greater New York will hold their annual dinner and outing at Oakwood Arms, Staten Island, New York City, July 11. A. Lincoln Bush is chairman of the entertainment committee and in charge of reservations. Besides the dinner there will be a baseball game, athletic events, dancing, and indoor prizes.

Illumination Course at Nela Park, June 8-13

The National Lamp Works of the General Electric Company is to hold its "Thirteenth Illumination Course" at Nela Park, Cleveland, Ohio, from June 8 to 13. These illumination courses were started in June, 1921, and are intended for men who desire to become specialists in lighting problems.

National Lamp Works Makes Changes

The name of the Federal Miniature Lamp Division of New York City has been changed to Federal Lamp Division, National Lamp Works of General Electric Company and the offices have been moved from 342 Madison Avenue to 441 Lexington Avenue.

The Shelby Lamp Division of the National Lamp Works, Jackson Building, Buffalo, N. Y., announces a change in name to Empire Lamp Division.

The offices of the Bryan-Marsh Division, Grand Central Terminal Building, New York, have been moved to 250 Park Avenue.

The name of the Bryan-Marsh Division, 623 South Wabash Avenue, Chicago, has been changed to Midland Lamp Division.

The name of the Bryan-Marsh Division, located at 642 Beaubien Street, Detroit, Mich., has been changed to Michigan Lamp Division.

Haag Bros. Company, Peoria, Ill., announces several changes within its organization. Dayton L. Young has been appointed general sales manager. A new sales policy includes a slight raise in list prices (although still well under market levels, the company explains) to permit liberal discounts and advertising allowance and a thorough organization for extending co-operation to dealers. A new addition is now being made to the factory to handle the increased factory-to-dealer business and to serve several large new jobber connections including the Hydro Motor & Manufacturing Company of Detroit, Richter Sales Company, Seattle and the Electric Jobbers Syndicate at Boston. The first-named companies have arranged to devote their entire time and organization to the promotion of the new Haag "Vortex" washer.

The Electrical Equipment and Manufacturing Company, Toledo, Ohio, has purchased the patent rights and equipment of the Michigan Stamping Company of Detroit. It has also purchased the entire production for the next twelve months of the End-O-Let Company, Detroit, Mich. The company will incorporate this month and will continue to manufacture Leal All box bars and switch supports, besides entering into the production of outlet boxes, switch boxes and cabinets.

The Sterling Manufacturing Company, 2831 Prospect Avenue, Cleveland, Ohio, announces that it has taken over the business of the Outlook Companies of that city. There will be no change in general sales policies and the products will retain their respective trade names.

The Robbins Electric Company, Pittsburgh, Pa., won a large loving cup as a prize for electrical costumes worn by two of their representatives at a recent Adsters' Ball in that city. Miss L. E. Schenk of the company's lamp department designed the prize-winning costume, and the company was represented by Miss Grace Reinhard and William F. Pflumm.

The W. B. Catlett Electric Company has moved its lighting fixture studios to more commodious quarters at 110-112 North Jefferson Street, Richmond, Va.

The Electric Vacuum Cleaner Company, Inc., of Cleveland, Ohio, maker of the Premier Duplex, announces the appointment of Ralph B. Wilson as manager of central station sales. Mr. Wilson succeeds Mr. Hearne O. Adams, who recently resigned.

The Radwill Company, the Pneumelectric Corporation, and the American Flexible Shaft Manufacturing Corporation, New York City, announce the election of Theodore I. Jones, former general sales agent, Brooklyn Edison Company, as vice-president and general manager.

Opening an "Electrical Home" in Cherry-blossom Land. The recent demonstration house at Tokio, with Frank D. Fagan now of the Tokio Electric Company, being congratulated by R. J. Phillips, assistant trade commissioner. The Japanese girls are those who were stationed in the rooms of the Home to explain the labor-saving appliances to the visiting Nipponese.

Charles E. Stephens has been appointed manager of the New York office of the Westinghouse Electric & Manufacturing Company, taking the place of Arthur E. Allen, who has resigned in order to take a position with the Westinghouse Lamp Company. Mr. Stephens has been connected with the Westinghouse New York office since 1917, having been appointed manager of the supply department in that year and being later made manager of the central-station division.

The Wagner Electric Corporation announces the removal of its Cleveland office and service station to 1412 East Twenty-fifth Street, and of its Atlanta office and service station to 145 West Peach Tree Street. Its Pittsburgh station has been moved to 4909 Liberty Avenue.

Fibreduro, Inc., announces the removal of its factory and office to its new building at 36-38 Park Street, Brooklyn, N. Y.

New Chicago Electric Club Dining Room

The newest and one of the best club dining rooms in Chicago is that of the Electric Club of Chicago in their new quarters at 30 North Dearborn Street. Recently opened it has become electrical headquarters every day from 12 to 2 o'clock, when contractors, dealers, manfacturers, jobbers and central-station men, meet for sustenance and good fellowship.

At the opening luncheon, F. M. Feiker of the Society for Electrical Development, was the featured speaker and the demand for tables was so great that in addition to the main dining room members were placed in the billiard, card and private dining rooms.

The Electric League of South Jersey announces the election of J. P. Lyons, general manager, Lyons Electric Appliance Company, Bridgeton, N. J., as president of the league.

Curtis Lighting of New York, Inc., is the new name of the X-Ray Reflector Company, 31 West Forty-sixth Street, New York City. The name has been changed in order to conform with the enlarged scope of the work of the company.

The Wagner Electric Corporation, St. Louis, Mo., has appointed J. A. Gelzer sales manager of the automotive division.

J. Clarence Maguire, Macomb, Ill., contractor dealer, recently started in business at 127 West Jackson Street, desires to be placed on jobbers' and manufacturers' mailing lists to receive catalogs, price lists, etc.

T. C. Smith & Company, Philadelphia, Pa., manufacturers of "Real" plugs, switches, cord set, etc., announces the appointment of John H. Graham & Company, Inc., 113 Chambers Street, New York, as exclusive agents in the Metropolitan district of New York City.

The Conlon Corporation, Chicago, announces the appointment of E. C. Connolly as district manager for the state of Ohio, with headquarters at Cleveland, to fill the vacancy left by the death of W. J. Marshall.

The Sibley-Pitman Electric Corporation, New York City, has appointed H. R. Yackel, of its New York sales department, manager of the Brooklyn branch at Clinton and State streets.

The James E. Gleason Company, Chicago, Illinois, has moved its office and warehouse from 560 West Monroe Street, across the street to 559-561 West Monroe Street, where it will continue to represent the following firms: Federal Armored Cable Company, New York City; Metropolitan Electric Manufacturing Company, Long Island City; United Metal Box Company, Long Island City; Wentz Electric Products Company, Newark, New Jersey; Majestic Electric Manufacturing Company, St. Louis, Missouri; Birch Manufacturing Company, Geneva, Illinois; Chelton Electric Company, Philadelphia, Pennsylvania; S. Ward Hamilton Company, Harvey, Illinois; Holyoke Company, Holyoke, Massachusetts.